

# MODERN HOMES

*Price One Dollar*

**BARKER BROS.**

SEVENTH ST., Flower and Figueroa, LOS ANGELES  
HOLLYWOOD, LONG BEACH, HOUSTON, TEXAS





# Modern Homes

"**M**ODERN HOMES" is a plan book of one hundred home illustrations, including interior and exterior views, gardens and pergolas. This book is dedicated to the future home builder, in order that he may have the finest possible selection of homes that it has been possible to collect and assemble in one book.

The varied types of homes shown herein are attractive — homes in which comfort, convenience and satisfaction predominate—homes designed, at modest cost, to eliminate waste in labor, materials, time and money.

Your home, regardless of its size, demands the best possible plan to fit your needs. The floor plan should be convenient and practical, with every available foot of space utilized. The exterior should possess charm and individuality, and should harmonize with its surroundings.

All the houses shown in this book are real homes; the illustrations are actual photographic reproductions. These homes have stood the test of actual daily use and have been selected from hundreds of plans because they represent the utmost in beauty, economy and convenience. Complete plans include four elevations, foundation plan, sections and all necessary details, and are suitable for construction under any climatic condition.

## ORDERING PLANS

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ADDITIONAL SPECIFICATIONS.....	1.00

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Publishers to the Building Industry

624 South La Brea Avenue

LOS ANGELES, CALIFORNIA





## MODERN HOMES

**T**O ACQUIRE a home, no matter how small, gives a sense of security and provides a background of daily comforts that no other single possession can mean. The question is, just how to proceed in the acquisition of the most successful home possible. First comes the plan. Again, no matter how small a house is to be, best results are obtained when many sources are gleaned for practical, livable ideas. Study this plan and that. Discover definitely what the individual requirements are. Then go to an architect whose years of experience make him capable of embodying your conceptions of a home into a practical, economical plan. Only an expert in this field can accomplish the perfect result for you. Many are the pitfalls of house plans. But, through the guidance of a reputable architect, ways and means of accomplishing the desired end are so easily discovered as to seem amazing to the novice.

After a builder has assured you of the construction that will mean years of satisfaction, comes the final step—the furnishing. The budget may be very limited, but no matter, the result should and can be a home that reflects the personalities of you who live there. It should meet every requirement of comfort and convenience, while definitely reflecting good taste that is today so easily attained.

It is in this last capacity that Barker Bros. serve home-owners in a most extraordinary way. In making selection from this, the world's largest institution of homefurnishing, there is seemingly endless variety for every type of home. Those who serve you at Barker Bros. are thoroughly schooled in the art of successful furnishing. Each is conversant with all the values in the store, and never before have there been so many possibilities of distinctive style in modestly priced furnishings as now.

The assistance of the decorator-salesmen and saleswomen is yours to command at all times, whether you are searching for ideas, or completing the final furnishing plan. We hope you will come to the store often and make use of all the services that this large organization has to offer.

# BARKER BROS.

Seventh Street, Flower & Figueroa, Los Angeles

Hollywood

Long Beach

Houston

*"The World's Largest Homefurnishing Institution"*





Above: Barker Bros.  
Los Angeles Store foyer  
sometimes called  
"The Hall of  
Hospitality."



Left: Barker Bros.  
Los Angeles Store  
extending from Flower  
to Figueroa on  
Seventh Street

### Los Angeles Store Directory

1st Floor: China, silver, glass clocks, artwares, oriental art, stationery	7th Floor: Stoves, Housewares, Electrical servants, Fireplace equipment, Children's Department, Electric Lighting Fixtures
Mezzanine: Lamps, pictures, radios, pianos	8th Floor: Office furniture
2nd Floor: Floorcoverings, Ainslie Art Galleries, Studio of Interior Decoration	9th Floor: Wholesale Contract Division
3rd Floor: Linens, Bedding, Draperies	10th Floor: Executive and Credit Offices
4th Floor: Bedroom Furniture, Mattresses, Metal Beds	11th Floor: Mary Louise Tea Room and Auditorium
5th Floor: Dining room furniture, Monterey furniture for all rooms, maple furniture	Basement: New and Used Furnishings for every room in the house
6th Floor: Living room furniture, Model House	For any information, inquire at Sales Office, First Floor

Not long ago a retired army Colonel made a statement that we are going to repeat, because it tells such a convincing story of Barker Bros.' capabilities, and, coming from the Colonel as it did, we feel it excuses us of braggadocio. His remark was this: "I have traveled in government service for the last forty years. During that time I have visited every large city in the world. I say honestly and frankly that I have never seen an institution any place, in all my travels, that can equal Barker Bros.!" What are the services that make Barker Bros. the world's largest homefurnishing institution? To tell you completely would take volumes. But briefly, here are twelve of vital interest to everyone contemplating a home, large or small.

## A DOZEN TANGIBLE SERVICES

*That Barker Bros. Offer to Those Who Are  
Planning, Building or Furnishing a Home*

1. Home Advisory Bureau—under the direction of Edgar Harrison Wileman, offers the privilege of consultation regarding budgets, arrangement, color schemes, or any problem that confronts the home owner.
2. The Model House—on the Sixth Floor, presents fashionable home ensembles, complete to smallest accessories.
3. The Budget Rooms—on fourth, fifth and sixth floors, present complete bedroom, dining and living room settings furnished according to budget plan.
4. Liberal Credit—is a privilege that makes it easy to acquire furnishings while paying the budget way.
5. Trade-In Service—makes it possible to use old furniture as part payment of the

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Above: Barker Bros.  
Hollywood Store,  
6834 Hollywood  
Boulevard,  
including six stories  
and basement

new in any part of the store.  
6. Decorator-Salespeople—at Barker Bros. thoroughly understand the problems of fashionable and practical furnishing. No charge or obligation for this service.  
7. Wide Selection—assures happiest choice. Barker Bros.' stocks include every type of furnishing for every style of home.  
8. Purchasing Power—of Barker Bros. assures lowest prices always . . . consistent with quality.  
9. Quality Guarantee—so essential in the acquisition of furnishings is always given Barker Bros. patrons.  
10. Eleven Large Floors—in the Los Angeles Store, occupy eight hundred thousand square feet of floor space and exemplify in beauty and convenience the extent of service that Barker Bros. render.  
11. The Basement Store—presents new and used furnishings in wide variety at lowest price levels.  
12. The Branch Stores—located outside downtown Los Angeles, bring every service of Barker Bros. within the immediate reach of each respective community.



Above: Barker Bros.  
Long Beach Store,  
Broadway at Locust,  
including eight floors  
and basement



Right: Barker Bros.  
Wilshire Studios,  
3257 Wilshire  
Boulevard,  
where distinguished  
furniture of period  
and modern styles  
are shown



Left: Barker Bros.  
Houston Studios,  
4910 Main Street,  
Houston, Texas

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# LIVING ROOM FURNITURE

Illustrated are three distinctly different small home interiors, showing the charm of French Provincial, Colonial and Monterey . . . all three types available at Barker Bros.



In this most important division of home furnishing, Barker Bros. present seemingly unlimited selection of styles and designs for every type of home. Through their own factory, one of the largest on the Pacific coast, both upholstered and occasional furniture is made at low cost . . . with strict adherence to quality specifications. In fact, Barker Bros. pioneered in the creation of distinctive



ensembles for the small home of period style boasting only limited budget. Notable in this list of groups are Tuscany, Hampton, Albion, Monterey, French Provincial, and the Pembroke (18th century style). In addition to Barker Bros. own creations . . . there is an assemblage of living room furniture that runs the gamut of style at prices to meet every requirement . . . the result of closest contact with markets the world over.



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## LIVING ROOM FURNITURE



These five small home living rooms  
show how varied the schemes  
may be with equal effec-  
tiveness. Each requires a  
very modest investment.



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Left Above: A dining room furnished with "Albion" pieces boasts great impressiveness . . . at modest cost.



Center Above: "Monterey" furniture lends itself ideally to the atmosphere of charming informality.



Right Above: There is a dignity and richness about "Tuscan" dining furniture that makes it a favorite.



Right Below: Nation-wide interest in maple furniture makes such groups as this extremely popular.

## DINING ROOM FURNITURE

Almost one hundred different styles in dining room furniture await those who make their selection at Barker Bros. From the modest groups, in great demand for the many small homes, to the most beautiful creations of master craftsmen . . . this division at Barker Bros. is royally prepared to suit every taste. From so extensive a stock it is easy to understand that whatever investment one wishes to make there is choice of not a few but many styles.

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## BEDROOM FURNITURE

Here one chooses from as many as one hundred and fifty styles. The small California type home, the English, Colonial, Provincial, Italian and Spanish all have equal opportunity to select a group of just the size, type and finish that harmonizes with interior plans. Here, too, Barker Bros. have created many exclusive and unusual period styles at very low prices. Among these are Monterey, Albion, Tuscany, and the Provence group (French Provincial).

Left Above: Just a glimpse of this bedroom that has chosen "Tuscany" furnishings. Right Above: One of the many versions of Barker Bros. "Monterey" pieces. Left Below: Decorated French Provincial embodies a charm all its own. Right Below: A more massive English type for the home that demands dark wood furnishings.



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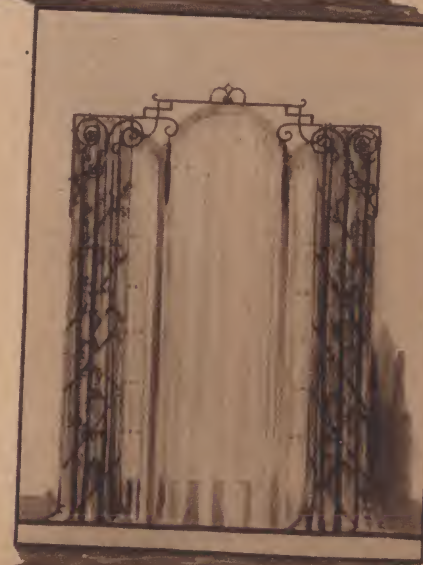




# DRAPERIES

Since the success of an ensemble is largely dependent upon the room's background treatment, the problem of draperies becomes a vital one to every homefurnisher. So it is that Barker Bros. offer a service of first importance. Tremendous stocks of newest, smartest weaves are presented in constantly changing array . . . at every price from lowest levels. Experts here will gladly assist in suggesting suitable styles . . . will advise those who wish to make the draperies themselves. If one prefers to have Barker Bros. make them, the work is done with dispatch and to perfection in Barker Bros.' own drapery workroom . . . one of the largest in the entire country.

[ Illustrated are seven different drapery treatments selected from the dozens of sketches in the department showing styles for every room in the house. ]



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## FLOORCOVERINGS

Closely allied with draperies are floorcoverings, since they, too, become an important background feature. In choosing at Barker Bros. one chooses from one of the largest stocks of domestic, oriental, novelty rugs and carpets in the entire country. A specialization in styles newly created for the various types of small period homes makes an inspection of this department an enlightening and fascinating experience.

### *Domestic Rugs*

So perfectly has the beauty, lustre and design of rare oriental rugs been kept in the recent American reproductions that a very small investment means the acquisition of a most distinguished floorcovering.

### *Novelty Rugs*

Whether it is a practical bath-room rug . . . a dainty bedroom type or a gay and frivolous rug for sunroom or patio . . . large and small sizes offer wide selection.

### *Oriental Rugs*

From the very large room-size orientals to the small runner and throw types, each is personally selected by one who knows quality . . . at Barker Bros.

### *Carpets*

Since wall to wall carpeting is favored for large homes and small, Barker Bros. have made a definite specialization in this particular field. Marvelous colors may be chosen in just the width that means most economical carpeting of particular rooms.

**Barker Bros...The World's Largest Homefurnishing Institution...Barker Bros.**





## SMALL THINGS THAT MAKE A HOUSE A HOME

There is a very definite distinction between merely a "house" and a "home." Whether an atmosphere of hospitality and charm is reflected or not depends upon the accessory furnishings that must be chosen with the same discrimination as the major pieces of furniture. In such decisions Barker Bros. offer an unexcelled service.

### CHINA . . .

Choose at Barker Bros. from as many as two hundred openstock patterns of dinnerware. Too, great numbers of charming and inexpensive cottage sets offer most striking opportunities for economy.

### SILVER . . .

Flatware and hollow-ware in the simplest patterns or the most ornate are gathered together here from the world's most renowned makers. Barker Bros. boast the largest collection of Sheffield silver plate on the Pacific coast. Pewter, too, suggests inexpensive and charming informal schemes.



### GLASSWARE . . .

There are as many possibilities for the expression of individuality in table glassware as there are homes to use it. Never has color been so important . . . nor variety of types so striking.

### LINENS . . .

From the interesting peasant and provincial weaves to the most formal of linens and laces, Barker Bros. are prepared to meet every requirement of style and price.

### ARTWARES . . .

The store that serves adequately must supply all types of wares . . . from simple, rustic pieces to delicate period styles. Very important at Barker Bros. are the Oriental artwares from the Far East.

### LAMPS . . .

To be completely livable, rooms should boast not one or two but many lamps. They should be placed properly for reading comfort and decorative effect. Literally hundreds of types are always on display at Barker Bros.

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# BARKER BROS.' SCIENTIFIC SLEEPING EQUIPMENT

This particular department of Barker Bros. has won national recognition. In fact, Barker Bros. were the first to perfect this specialized branch of home furnishing service. In their own factory, mattresses and box springs are made to individual order. The size, weight and occupation of the individual decides the specifications of the mattress. That is why Barker Bros.' "Own Make" equipment is conducive to sound, reconstructive sleep. These Barker Bros.' "Own Make" mattresses and box springs cost no more than the ordinary commercial product.



## BEDDING FOR PRACTICALITY AND FASHION IMPORTANCE

With the variety of types that home interiors include today, it is only in very comprehensive bedding departments that one has choice adequate enough to meet the requirements of discriminating homefurnishers. A provincial bedroom may just as easily and economically choose coverlets and spreads and blankets in harmony with the provincial feeling as not. So it is with Colonial, Spanish, English and all the other styles. With the assistance of the experts in Barker Bros.' bedding department, familiar with all types and qualities, a fashionable ensemble is assured, no matter what the budget.

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## THE RADIO HONOR ROLL

Hear Them All at Barker Bros.

No need to go from place to place to compare the radios of merit. Barker Bros. are headquarters for practically all of them. Superheterodynes . . . latest models . . . these famous names:

### FROM A TO Z

Atwater Kent  
General Motors  
Imperial  
Invincible

Kolster  
Majestic  
Philco  
Radiola  
Stromberg Carlson

Sparton  
Victor  
Westinghouse  
Zenith

### PIANOS, TOO!

Equally impressive is the selection among fine pianos . . . in plain or period encasements at Barker Bros. See them all . . . hear them . . . choose for lifetime satisfaction!



BARKER BROS. . . . The World's Largest Homefurnishing Institution . . . BARKER BROS.



# MODERN KITCHENS

Perhaps there is no room in the house that today boasts more improvements over those of former years than the kitchen. Today, it must be as bright and cheery, as "style conscious" as the living room or bedrooms. In the equipment of the modern kitchen great care must be exercised, in plan and arrangement, that it may fulfill its purpose of lightening labors. From Barker Bros.' vast stocks, with the aid of experts who know the various requirements, it is a simple matter to acquire the things that best meet individual needs.

## STOVES . . .

Famous makes . . . in every new type . . . from the smallest range for the modest home to the largest for the most elaborate menage. Wide price range makes it easy to work according to a budget plan.

## HOUSEWARES..

A visit to this department is as fascinating as can be. Gadgets for the lightening of household duties are here in such profusion as to be a revelation to those who have not recently explored such a department.



## ELECTRIC LIGHTING FIXTURES

. . . at Barker Bros. make up one of the most extensive collections on the Pacific coast. Individual designs are created for those who wish them . . . at no additional cost.

## FIREPLACE FITMENTS

Andirons, firesets, screens, woodboxes and gas heaters are presented in wide variety at all prices.

## ELECTRICAL APPLIANCES . .

The electric percolator . . . the waffle iron and many, many other modern aids are as important today as the major home furnishings. Choose from a complete stock of the world's most famous makes at Barker Bros.

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# ELECTRICAL SERVANTS



General Electric Washer that embodies newest points for efficiency and ease of operation.

Decisions in regard to Electrical Servants are of tremendous importance since they may be considered almost as lifetime investments. And so it is that Barker Bros. present only those proven and nationally known names that assure patrons of this store continued satisfaction.



Come to Barker Bros. for the finest in Electrical Refrigeration. Efficient, economical, attractive.



The new Premier Duplex Vacuum Cleaner of proven quality.

## World-Famous Makes

General Electric Washers  
ABC Electric Washers  
Whirlpool Electric Washers  
Easy Electric Washers  
Premier Duplex Vacuum Cleaners  
Finest Electric Refrigerators

**BARKER BROS. . . . The World's Largest Homefurnishing Institution . . . BARKER BROS.**





Years and years ago Barker Bros.' Bargain Basement came into being as a result of the plan to "take in" used furniture as part payment of the new. Starting in a very modest way, the Basement Store has today grown to tremendous proportions. Thousands of pieces of used furniture, in constantly changing displays, are shown. As extensive a stock of new furniture, at great savings, makes it possible to furnish a home entirely from this department.

The appraisers who come to your home for estimated allowances to be made on old furniture are part of the Basement Store organization. As many as five hundred calls a day take these men into all

## THE BASEMENT STORE

*A Nationally Recognized Division of Barker Bros. Offering  
Both New and Used  
Furniture for  
Sale*

parts of the city . . . where they appraise one piece of furniture or an entire home's furnishings without obligating the patron in the slightest. Whatever is to be traded in toward new furniture is picked up by Barker Bros.' trucks and put into Basement Store stocks at fractional prices. As a result . . . tremendous variety is offered . . . ranging from the simplest to the most elaborate furnishings from some of the city's finest homes. Liberal credit terms may be arranged in the Bargain Basement as in the rest of the store. This aid, together with the extreme savings on both new and used furnishings, make it doubly easy to acquire needed furnishings for comfort on very limited budgets.

**BARKER BROS. . . . The World's Largest Homefurnishing Institution . . . BARKER BROS.**



Let Barker Bros. Supply Your

# SIMMONS BEAUTYREST MATTRESS

\$ **37**<sup>50</sup>  
Each

Box Spring \$39<sup>50</sup>

Incorporated in this Beautyrest combination are features that make it the last word in sleeping equipment. For example: 837 new barrel-shaped coils reduce spring friction and pocket wear. Tougher fabric around coil prevents wearing through and friction. New sheeting between felt and coils prevents packing and bunching of felt. New inner roll edge adds to smartness of appearance.

*"Barker Bros...The World's Largest  
Homefurnishing Institution"*







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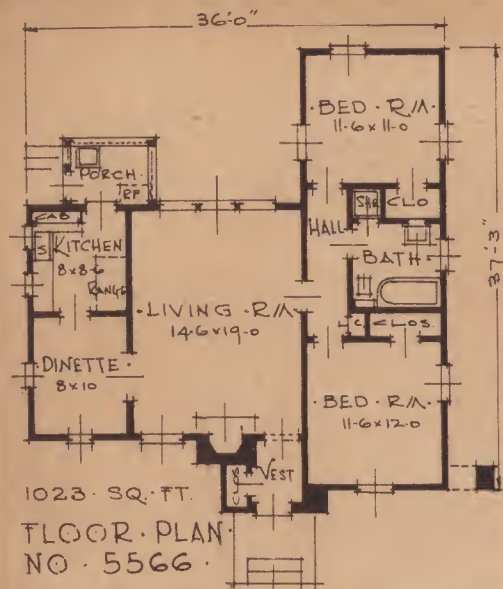
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## CLEVELAND PUBLICATIONS

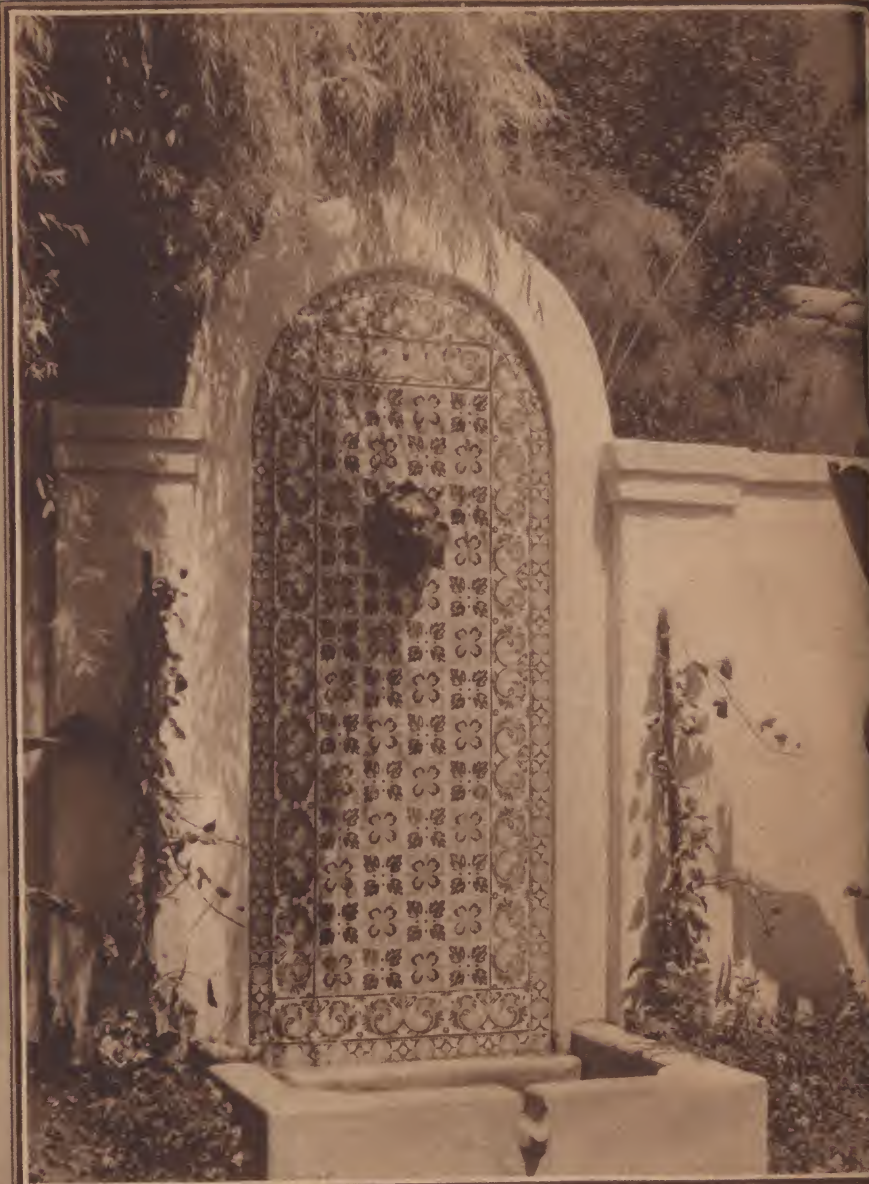
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LOS ANGELES, CALIFORNIA





### THE LEEKINS

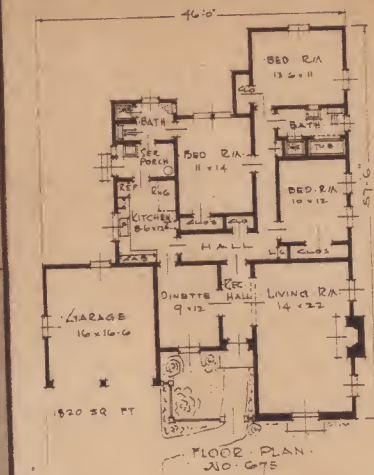
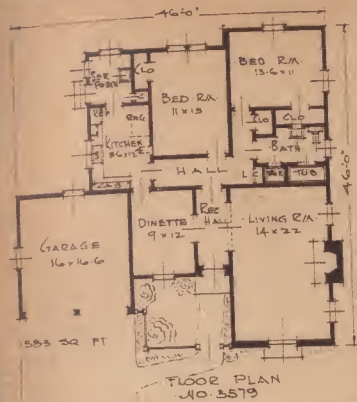
It is a charming exterior indeed that "The Leekins" presents to the passer-by. Its clean-cut, simple lines, its inviting entrance-way and its well planned interior combine to make it a most attractive house plan. The white fence and gate are interesting details.



### A FOUNTAIN IN TILE

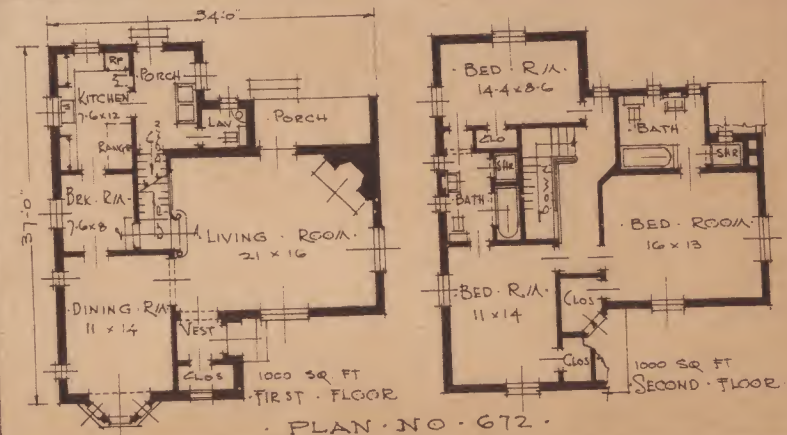
This fountain in bright tiles would be a delightful ornament to any formal or informal garden spot. The arch breaks the straight line of the wall that surrounds this particular garden.





**THE PRUETT**  
"The Pruett," a delightful home of whitewashed brick, presents a two-story plan of more than usual interest. The main rooms are large and provide access for a maximum of sunshine and fresh air.

65

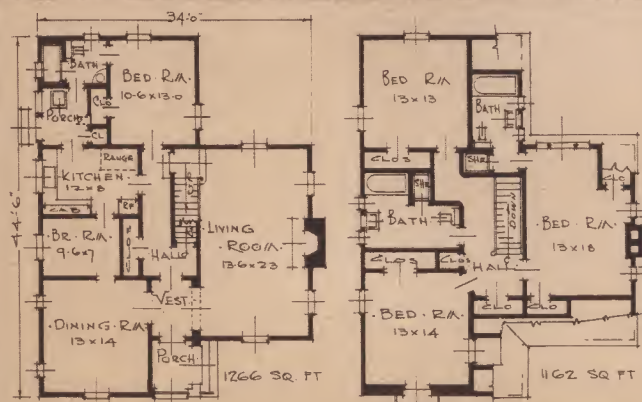






### THE CLAREMONT

An interesting example of a modified English stucco home for a gently sloping lot is "The Claremont," a two-story design. Any householder would be justly proud of a home such as this. There are three bedrooms upstairs and one downstairs and three baths.

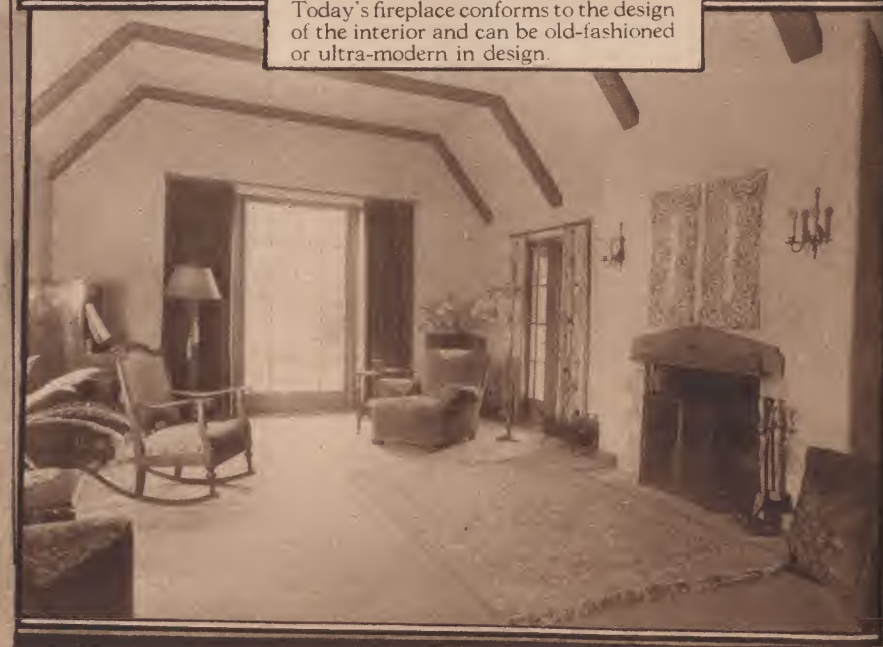


FIRST FLOOR SECOND FLOOR  
 PLAN NO. 816



### TODAY'S FIREPLACE

Today's fireplace conforms to the design of the interior and can be old-fashioned or ultra-modern in design.





# Electrically MODERN HOMES are fuseless homes



In the modern home, electricity is used for lighting, washing, ironing, cleaning, cooking, refrigeration, and perhaps for water heating, exercisers and health lamps. Imagine how the household routine would be upset, the housewife handicapped, if electric power service were discontinued.

Yet, when a fuse blows, most housewives are without electricity until the husband comes home. They will not replace a blown fuse.

But in electrically modern homes where Westinghouse Flipons have taken the place of fuses, a mere flip of a handle restores service. There is nothing to change, no spare parts to keep on hand.

Flipons are tinker-proof. They permit momentary overloads, but always open the circuit before the wiring can be damaged.

They can be mounted in flush-type Nofuze Load Centers and installed in the kitchen without detracting from the appearance of the room. Such an installation effects important wiring economies and readily adapts itself to future additional wiring.

Nofuze Load Centers can also be used in stores, filling stations, farms, etc.

Circular 1913, which can be obtained from the nearest Westinghouse Office, gives full information about this modern home protection and convenience.

## WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

Butte — Los Angeles — Phoenix — Portland — Salt Lake City — San Diego — San Francisco  
Seattle — Spokane



Because of their neat appearance, Nofuze Load Centers can be installed in the kitchen, near which the majority of electrical appliances are used.

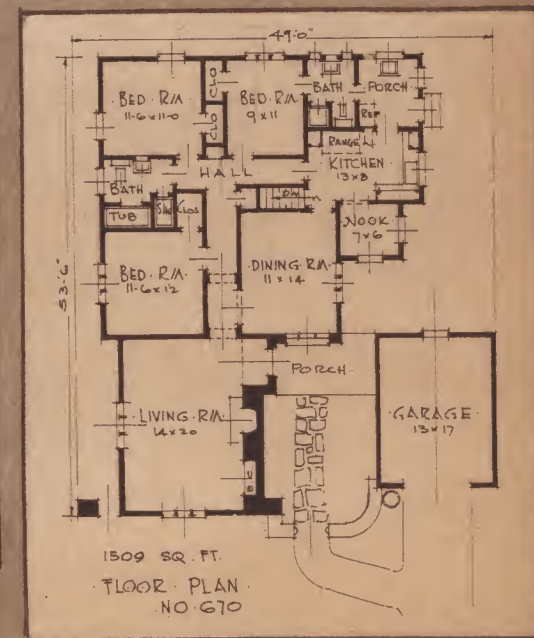
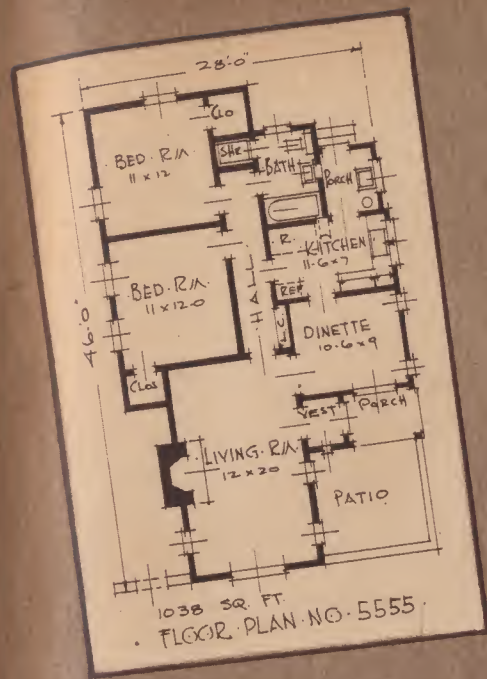




#### THE POOL

A sparkling touch to a roomy patio can be obtained with a bricked-in pool which provides an excuse for the collection of rare flowers and plants.









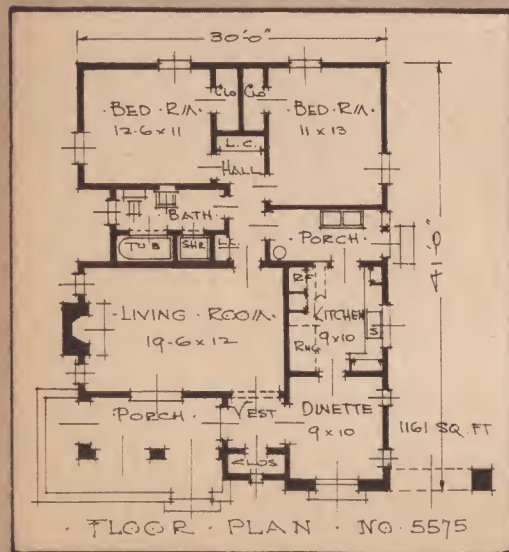
### THE LA BREA

This Spanish home of five rooms is strikingly suggestive of serenity and comfort with its low roof of red tiles sloping gently over the driveway. The porch will be an inviting place on summer days.



### ROOMS TO RELAX IN

Deep windows and a highly polished floor for dancing are features of the recreation room above. The living room below is equally inviting.





# POSITIVE PROOF IS IN COMPARISON

● YESTERDAY'S CURTAIN ● ● ● ● THE PERFECT DRAPE ●

## M-D Perfect Drape SHOWER CURTAIN COMBINATION

A FEW OF THE MANY ADVANTAGES  
OF THIS MODERN SHOWER CURTAIN

Permanent Beauty

Simplified Hanging

Easy Sliding

No Hooks Exposed

—  
Grommets Are Hidden

—  
Curtain Quickly and Easily Removed

—  
A Modern Rod

—  
Models on display at our offices  
and at Plumbing Display Rooms

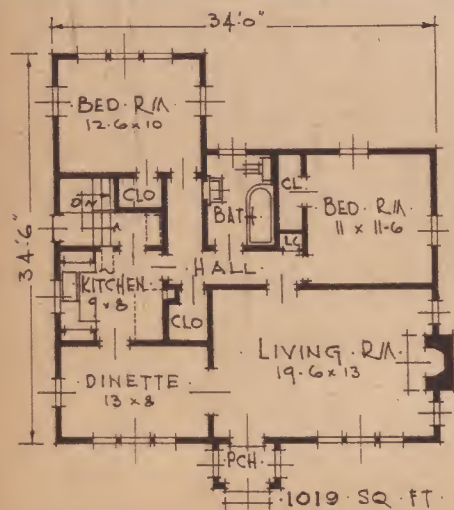
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*Manufactured exclusively by*  
**MENELEY-DIEDERICH CO., INC.**

For detailed information and name of your  
local dealer write Dept. C  
1722 East Seventh St. 100 West 25th St.  
Los Angeles, Calif. New York City

155 New Montgomery St.  
San Francisco, Calif.

THIS SHOWER ROD AND CURTAIN COMBINATION IS **PATENTED** AND SOLD ONLY AS A COMPLETE UNIT





• FLOOR PLAN NO. 5513 •

#### THE ARLINGTON

This small home plan, with its well-thought-out arrangement, is especially attractive. The bed rooms, with cross ventilation, are very desirable. For the exterior, sawed shakes are used effectively.



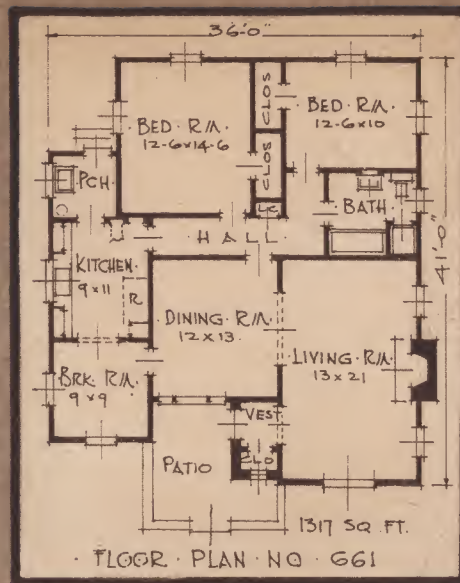
#### BEAUTIFUL HALLWAYS

First impressions upon entering a home are generally lasting. The hallways shown here are exceptionally attractive.

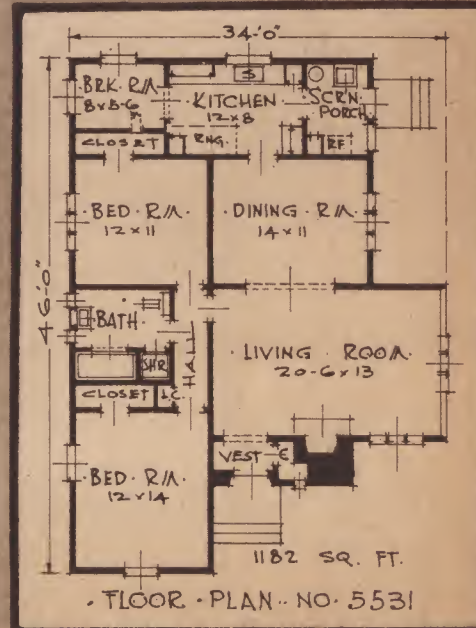


### THE ESPARTO

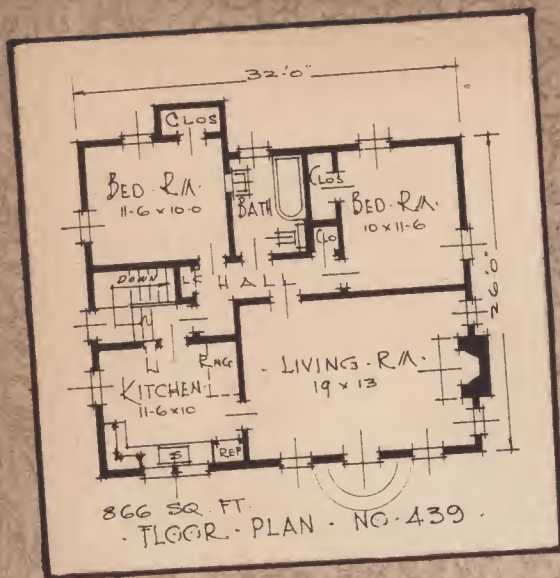
Build now! This plan is unique, attractive and beautifully proportioned—a home you can build anywhere. The floor plan is well arranged and compact with all the modern conveniences.



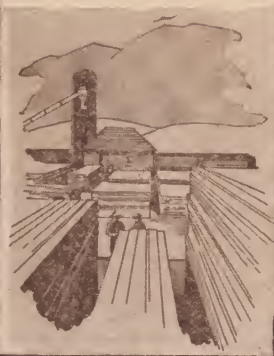
**THE ARDMORE**  
Home ownership adds materially to life's pleasure. A well planned home is revealed here. Study the floor plan and exterior of this home and determine its many merits.







**THE COMPTON**  
 The possibilities of a small house plan are refreshingly illustrated in the lines of The Compton, a charming little cottage with four rooms.



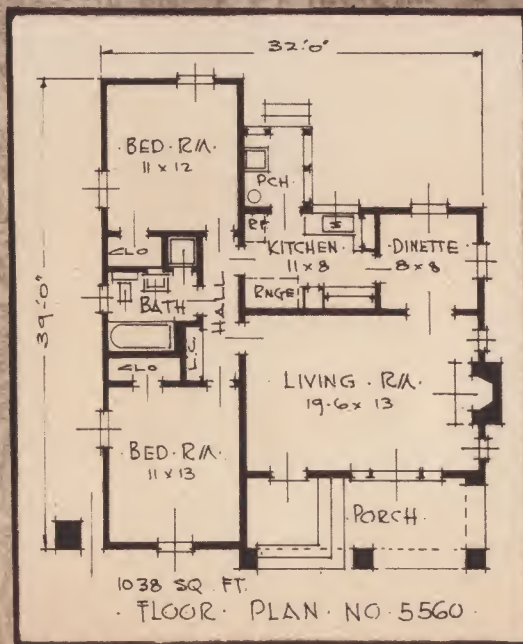
**MODERN BUILT-INS**  
 A touch of quaintness is added to this dining room by the built-in cupboards, and the kitchen below is provided with all the conveniences.







**THE LOS HIGOS**  
Planned to insure light and cheerfulness always, this neat little stucco bungalow nestles happily in its shrubs and its patch of lawn. The floor plan speaks eloquently of its possibilities for comfort.



#### BEAUTY AND CHARM

The fortunate householder of today can own furniture of distinction and charm combined with what is the last word in physical comfort. He may choose to be decorative or plain, and the result is highly satisfying.







## PLAN FOR COMFORT

One of the greatest single factors governing the degree of comfort which you will enjoy in your new home is the wiring installation.

You will want to use floor lamps, table lamps, electric clocks, a radio, an electric refrigerator, an electric range—all of the many electrical appliances which make a home a place of beauty, comfort and convenience.

Plan for these and wire for them now. To put in the outlets when you are building makes a neater job and is less expensive than to put them in a completed home.

The Red Seal Plan will assure you of a wiring installation inspected by the electrical industry then certified as to its adequacy.



*(Write for details)*

## PACIFIC COAST ELECTRICAL BUREAU

M-15, Edison Bldg., Los Angeles, Calif.

848 Roosevelt Ave.  
Fresno, Calif.

447 Sutter Street  
San Francisco, Calif.



### A GROUP OF TYPICAL RED SEAL HOMES

Here on this page is a group of Red Seal Homes located in every section of the state.

These typically modern homes represent only a few of the many hundreds of Red Seal Homes whose owners have taken advantage of this free service provided for them by the electrical industry.

You, too, may have a Red Seal Home!

Write now for details







#### THE TYPICAL KITCHEN SHOULD HAVE

- Outlet at kitchen cabinet for utility motor (mayonnaise mixing, silver polishing, etc.).
- Front door bell.
- Back door buzzer.
- Outlet for electric range (up 28").
- Outlet for electric heater.
- Plug for loud speaker (extension from radio set in living room).
- Outlet for electric dishwasher.
- Outlet for ventilating fan in hood over range.
- Outlet for light in hood over range.
- Switch for electric range and electric water heater (up 4').

- #### THE TYPICAL LAUNDRY AND SERVICE PORCH SHOULD HAVE
- Outlet for electric flatiron (up 3' 6").
  - Duplex outlet for washing machine and ironing machine.
  - Outlet for electric refrigerator.
  - Outlet for electric water heater.
  - Light in storage closet.



#### THE TYPICAL BEDROOM SHOULD HAVE

- Outlet for table lamp or bed lamp.
- Plug for loud speaker (extension from radio set in living room).
- Outlet for boudoir lamp, curling iron, etc.
- Outlet for electric heater.
- Outlet for vacuum cleaner, lamp, curling iron, or power for loud speaker.
- Switch in door to operate closet light automatically.

#### THE FOLLOWING SERVICE IS YOURS FOR THE ASKING

1. We shall be pleased to go over your plans and make suggestions which will assist you in providing properly for your electrical needs.

2. When your wiring is in, and before the walls are plastered, we make an inspection, examining the wire sizes, circuit arrangements, and other technical details. Thus, you see, any necessary corrections can be made before the wiring is enclosed within the walls.

3. We make a final inspection when the building is complete, to see that everything has been finished in workmanlike manner and the specifications fully complied with.

4. We issue to you a Red Seal Certificate certifying as to the adequacy of the wiring. This Certificate will prove a valuable sales document should you ever have occasion to dispose of the property.

In the use of the many modern electrical appliances and devices, inadequate wiring results in annoyance, inconvenience and inefficiency. These



are avoided when wiring is done according to Red Seal Specifications. That is why the electrical industry finances our organization to render this service to its customers.

#### PACIFIC COAST ELECTRICAL BUREAU

M-15, Edison Bldg.      848 Roosevelt Ave.      447 Sutter St.  
Los Angeles, Calif.      Fresno, Calif.      San Francisco



#### THE TYPICAL BATHROOM SHOULD HAVE

- Outlet for hair drier, vibrator, curling iron, etc.
- Outlet for electric heater.



#### THE TYPICAL LIVING-ROOM SHOULD HAVE

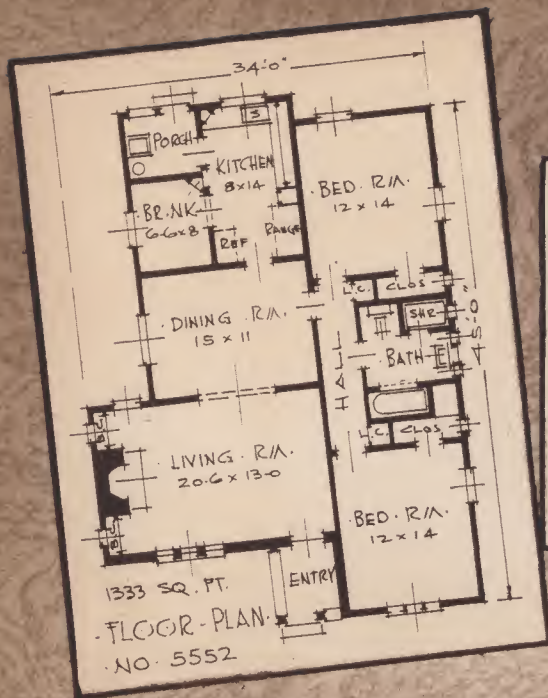
- Outlets for piano lamp, bridge lamps, table lamps, floor lamps, vacuum sweeper, etc.
- Radio plug (aerial and ground).
- Outlet to connect radio with extensions to other rooms.
- Outlet for electric heater.
- Outlet in mantel for electric clock.
- A switch is suggested on all the bracket lights that they may be lighted or extinguished simultaneously from the room entrance.
- A switch is suggested on all the convenience outlets (except at radio set) that floor lamps and table lamps may be lighted and extinguished from the room entrance.



#### THE TYPICAL DINING-ROOM SHOULD HAVE

- Outlet for serving table, vacuum cleaner, etc.
- Outlet for coffee urn, candle lamps, etc.
- Plug for loud speaker (extension from radio set in living room).
- Floor outlet for toaster, coffee percolator, waffle iron, etc.
- Outlet for electric heater.
- Power for loud speaker.





**THE WOODLYN**  
Brick and stucco finish are in complete harmony with this fascinating English type home. About it is an air of dignity and serenity that immediately establishes its individuality.

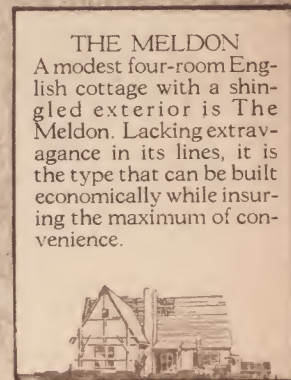
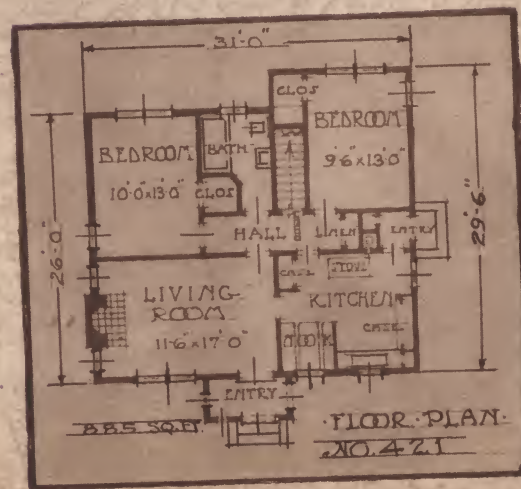
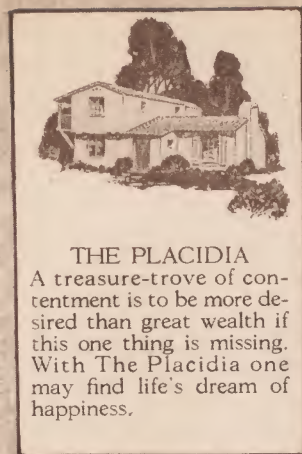
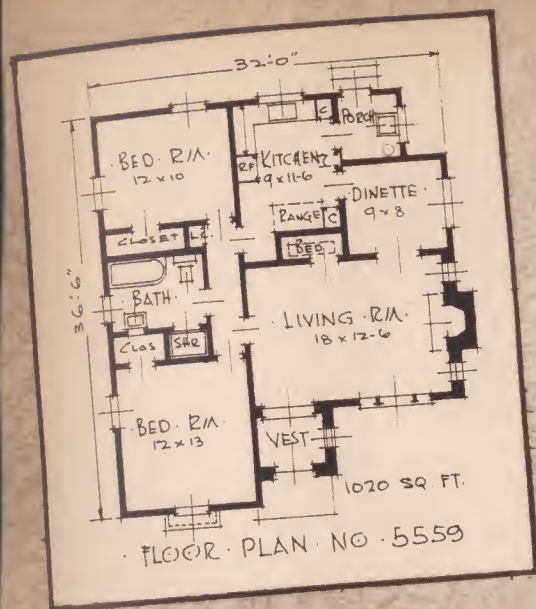


**THE TRELLIS**  
Delightfully ornamental to the garden are these latticed supports for climbing vines. On the left, the bench invites you to stop and rest in the shade for a moment.





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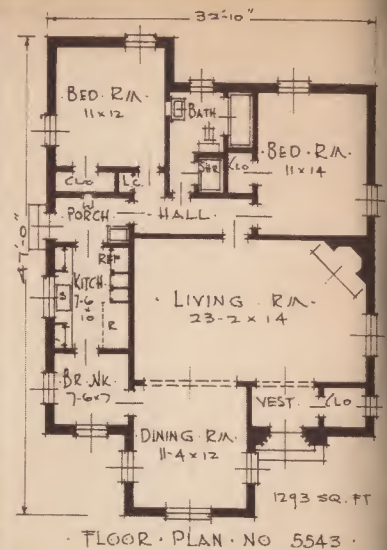






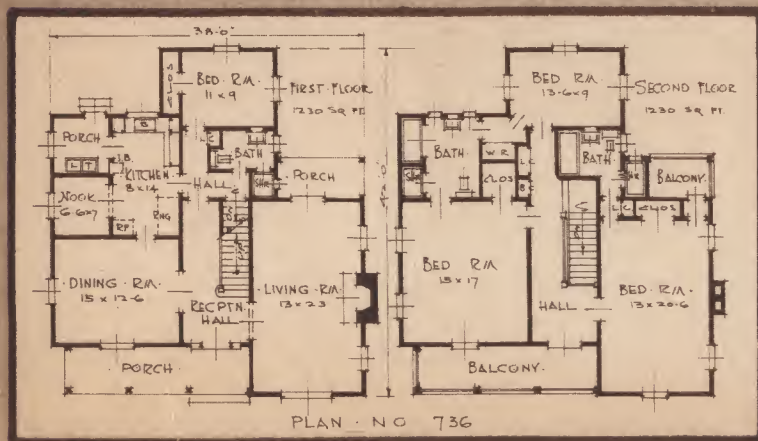
### THE ORMOND

The living room of this brick home has the advantage of a beautifully arched window that overlooks a row of rose trees. The high, gabled roof has hand-split shakes for a covering.



### THE SAN MARINO

This Monterey house was planned and designed to fit the needs and wants of those whose hearts are set on spaciousness first of all. The floor plan proudly exhibits seven large rooms.







### **THE "OVERHEAD DOOR"**

opening upward, is entirely out of the way, makes available the entire width and height of the opening and provides an unobstructed approach to the garage.

Can be left open or closed and cannot be blown about by the strongest wind.

Fits tightly at top, sides and bottom. Cannot twist or sag out of shape; cannot bind. Perfectly counterbalanced in any position, and operates easily at all times.

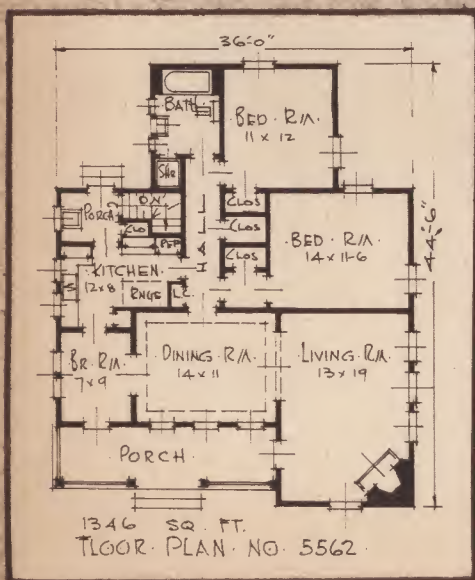
**OVERHEAD DOOR COMPANY**

700-706 Ivy Street, Glendale, Cal.

**OVERHEAD DOOR CORPORATION**

Hartford City, Indiana, U. S. A.





**THE SAN REMO**  
 The early-California type offers all the conveniences demanded in modern-day life yet with fidelity retains the characteristics and atmosphere of long-gone days.



**FIREPLACES**  
 Whether it be for decoration or utility, or a combination of both, the fireplace occupies a niche in the hearts of householders the world over.







**DE LUXE**



**SUPREME**

These happy youngsters are enjoying one of the many benefits of General hot water service.

The General Water Heater Corporation, a pioneer in the manufacture of automatic storage water heaters, is today one of the largest manufacturers and distributors of water heaters in the United States.

In order to insure a mechanically perfect product, we manufacture everything in our own factory. The General Thermostat, peerless among all thermostatic controls, and the popular O. K. Pilot Control are as carefully machined as a fine watch.

"Quality" is the outstanding feature in the complete line of General Water Heaters. Nothing is spared to make "Generals" all that their name implies. This is the reason for their tremendous popularity.

Call or write our nearest office for information on any of our heaters.

**GENERAL WATER HEATER CORPORATION**

1601 COMPTON AVE., LOS ANGELES, CALIF.



**TROJAN**

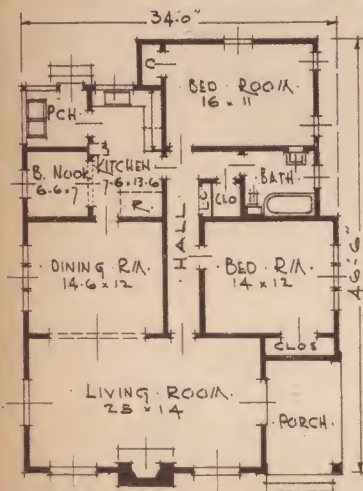


**CAPTAIN**

San Francisco Office: 1123 Harrison St.

Dallas, Texas, Office: 1200 Jackson St.



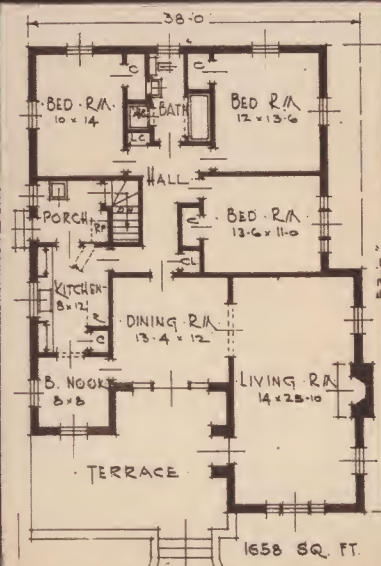


• 1463 SQ. FT.  
• FLOOR PLAN NO. 5506 •



#### THE MEDFORD

This frame home would be an asset to any community. The plan, with its many unique features, is one that will attract your attention.

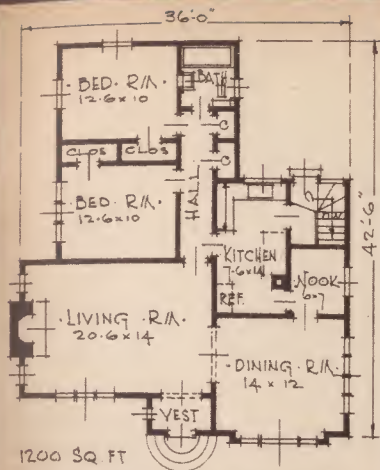


• 1658 SQ. FT.  
• FLOOR PLAN NO. 652 •



**THE EUGENE**  
This house has that elusive yet desired quality—an air of hospitality—that quality that invites the guest and welcomes the owner. A Home Indeed!





• FLOOR PLAN NO. 5511 •



**THE MORELAND**  
An exterior design with shakes laid in staggered rows is a very attractive feature of this home. Leaded windows and the high gabled roof are English.

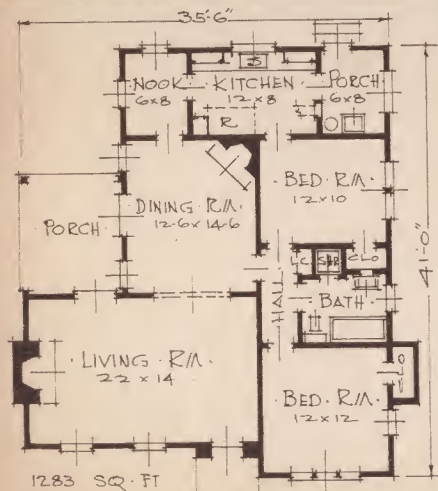


• FLOOR PLAN •  
• PLAN NO. 635 •

**THE PHILLIPS**  
This residence of brick, with an attractively planned floor arrangement, will meet with your approval. Study the interesting floor plan.







FLOOR PLAN NO. 5535.

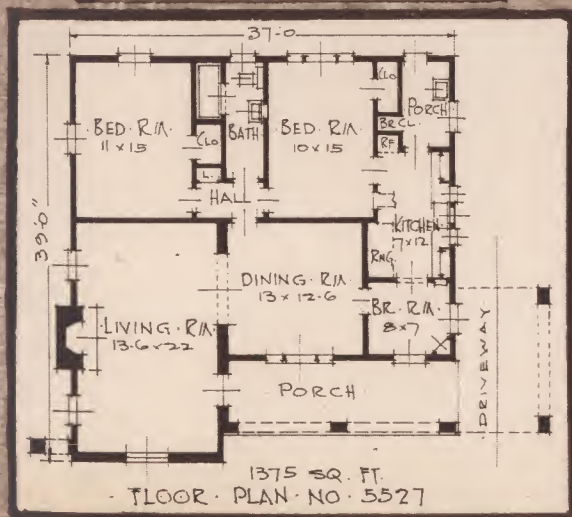
**THE SANTA ANA**  
 The average sized family will be very comfortable in this Monterey type home. The exterior is neatly finished with a combination of materials that are typical to this particular design.



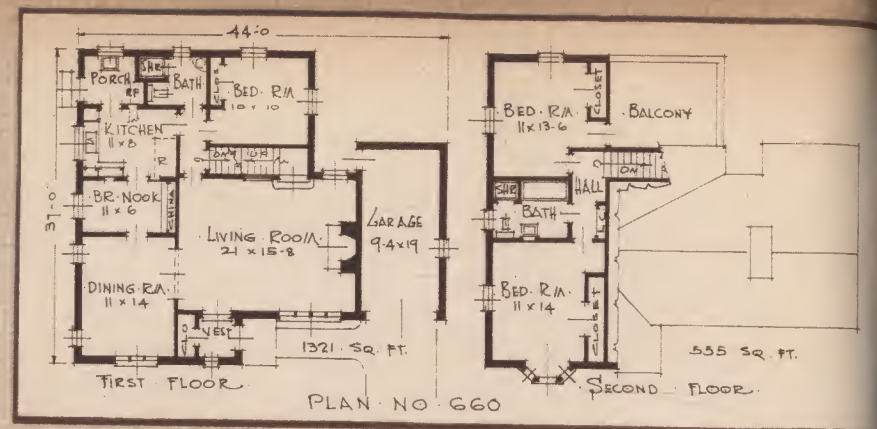




**THE SERRANO**  
 This lovely Spanish home has five rooms, a breakfast room and a bath, all conveniently arranged. Harmony is suggested in the archways over the covered porch and the driveway.

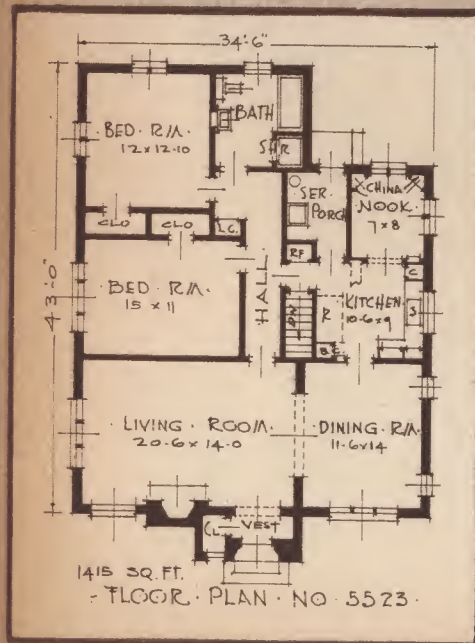






### THE PAYNE

A substantial home having a well balanced design. Its shake roof with its wide exposure and high pitched gable makes for beauty and charm. The plan provides the interior with six rooms and two baths.



**THE HAMMOND**  
Artistic—perfect in every detail both outside and in, is this charming home. This plan will be appealing because it is ideally arranged and decidedly different. Build a modern home and build well.





THE  
BEAUTY  
OF THIS  
LAWN  
INSURED  
BY  
THOMPSON  
SPRAYS

**Thompson**  
Sprinkling Systems

FREE BLUE PRINT LAYOUTS MADE FROM SKETCHES OF LAWN AREAS

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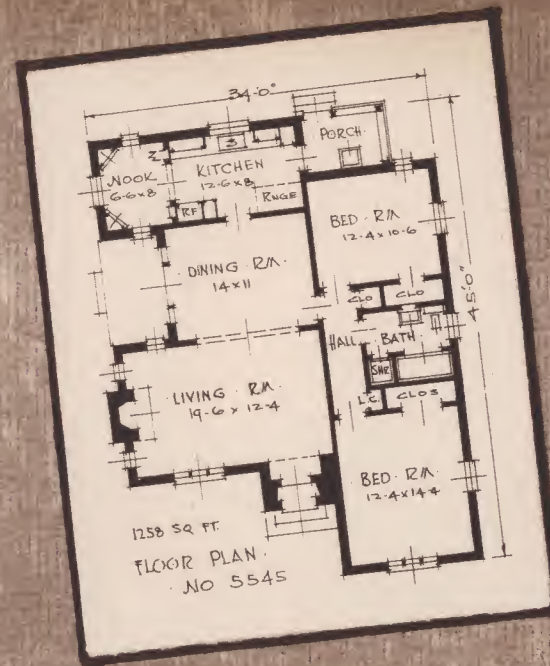
Without obligation, please mail me Lawn Sprinkling System Literature.

Name \_\_\_\_\_

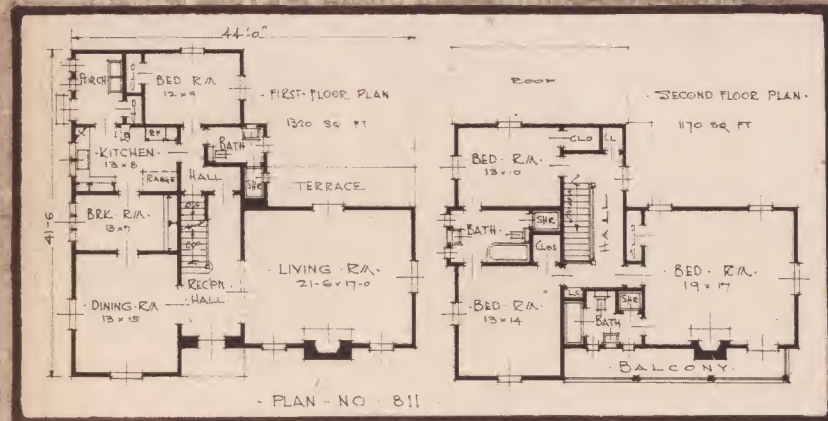
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





**THE KEMP**  
Here is a charming home in brick—the age-proven material that seems to keep intact its "place in the sun."



**THE SAN DIMAS**  
The famous hospitality of the West in the early days radiates from the balconies of "The San Dimas," an exceptionally interesting example of the Monterey type.



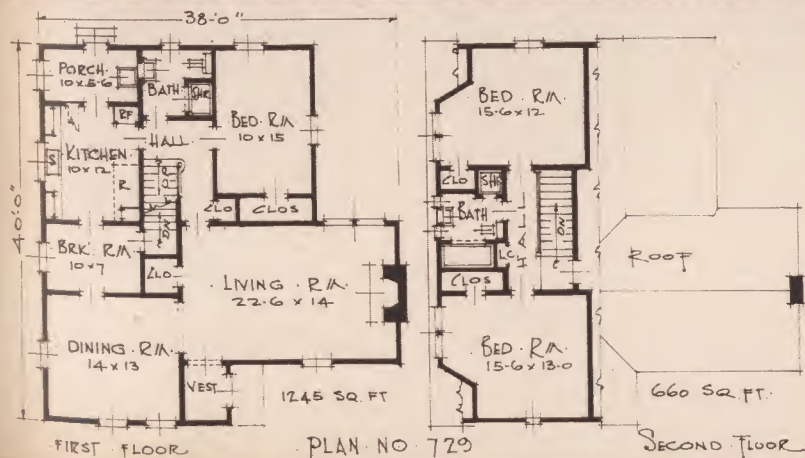


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### THE THOMPSON

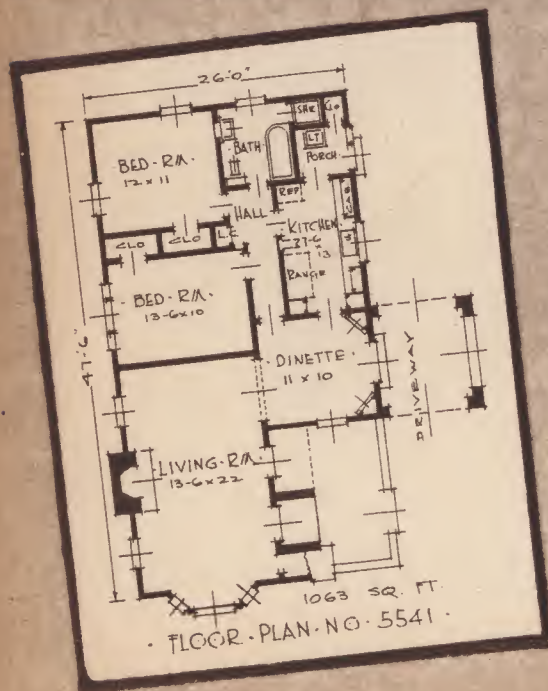
The gracious lines of this beautiful Colonial home suggest a homey atmosphere of charm and contentment. Accompanying it is a well thought out floor plan.



### AN OPEN STAIRWAY

The spirit of summer is brought to the home by an open stairway and dwells with it the year around.

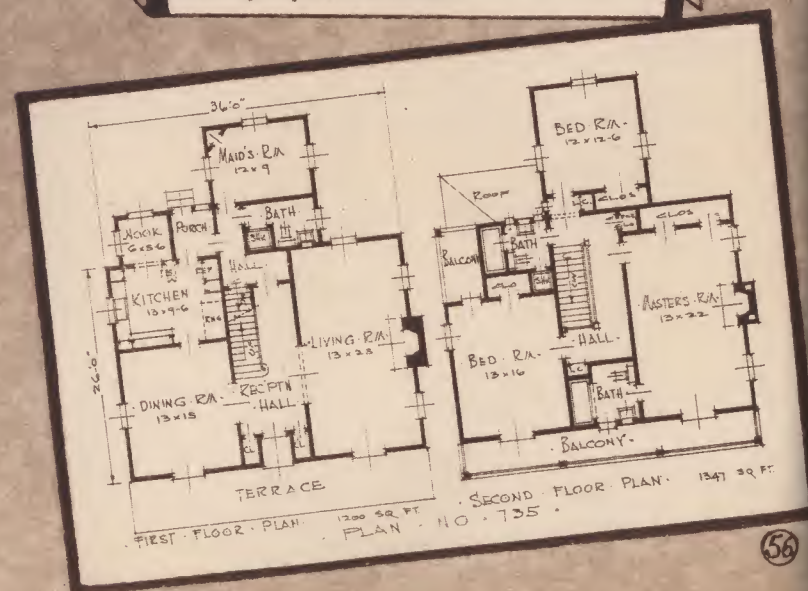




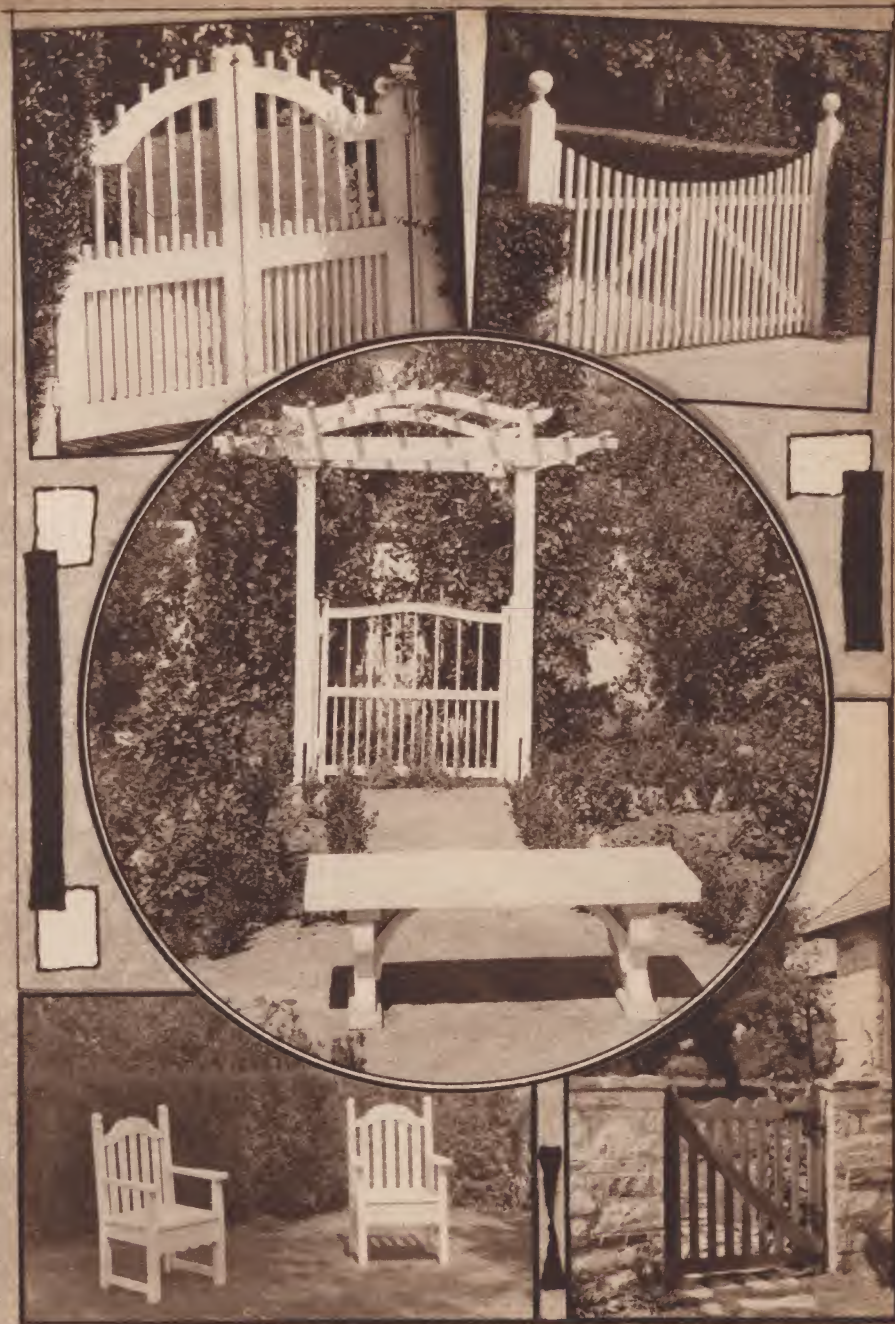
**THE HOLMBY**  
For a home of interesting angles both outside and in, this English house would be hard to improve on. The leaded windows enclose a sunny nook for bright days.



**THE MONETA**  
Where climate and background enable one to use it, there is nothing more suitable than the Monterey. The Moneta carries out old traditions of early days on the coast.











A Spanish Hacienda

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An Italian Villa



An English Cottage



Just a Plain Bungalow

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Distinction Depends Upon  
Proper Garden Design  
DEPARTMENT OF LANDSCAPE DESIGN  
**ARMSTRONG NURSERIES**  
ONTARIO, CAL.

420 N. Euclid Ave.





Good Design



Pleasing Features

THESE GARDEN ATTRIBUTES  
ARE OFFERED AT NO GREATER COST

## ARMSTRONG NURSERIES

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Planting Advice

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Garden Unity



First-Class Plant Material

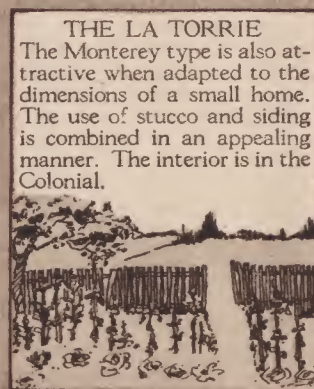
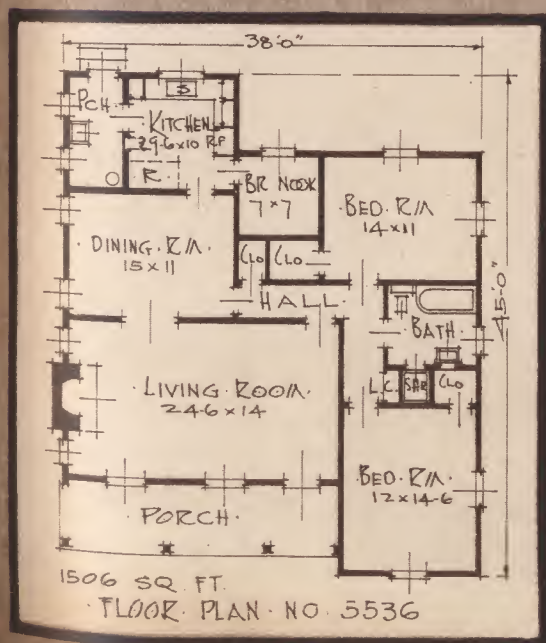
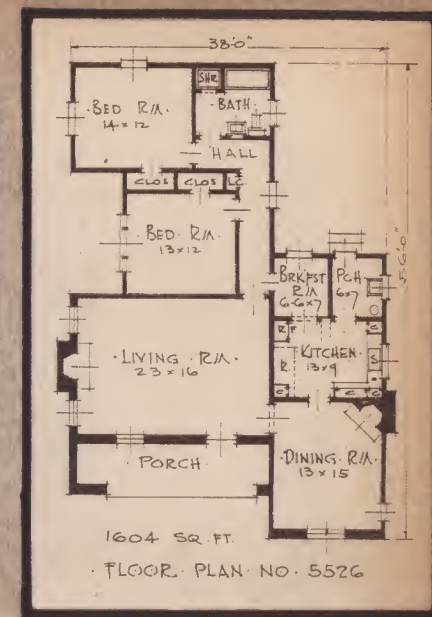








**THE EL MONTE**  
We are sure this Spanish design will appeal to you as being very unique. The floor plan reveals an arrangement that is ideal, and two fireplaces add a great deal to the beauty of the interior.



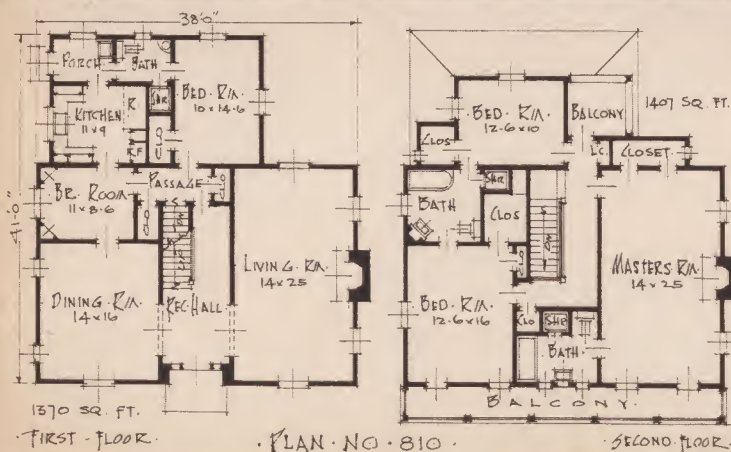
**THE LA TORRIE**  
The Monterey type is also attractive when adapted to the dimensions of a small home. The use of stucco and siding is combined in an appealing manner. The interior is in the Colonial.







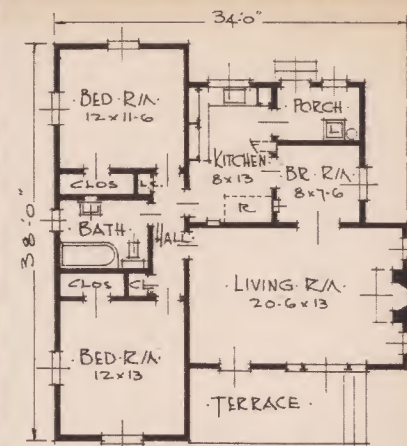
THE ESCONDIDO  
 Here is a home of the popular "Monterey"  
 type. This design has a great many advan-  
 tages and, best of all, it is not an expensive  
 house to build.



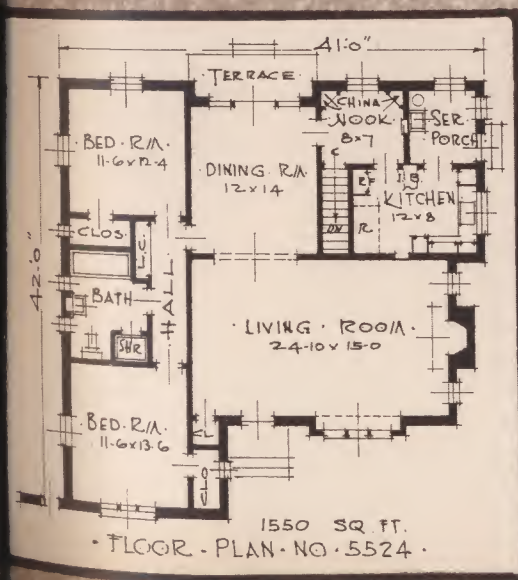




**THE HENDRICK**  
The appealing atmosphere of home radiates from every part of this house with its four large rooms. It has an unusually charming exterior.



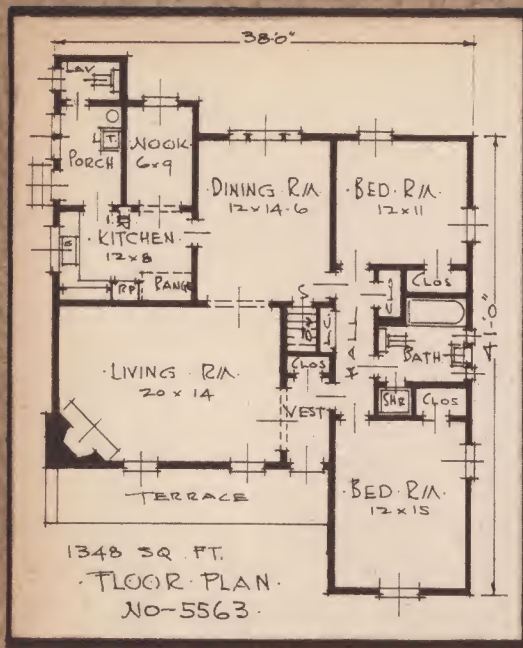
107 SQ. FT.  
• FLOOR PLAN NO. 437 •



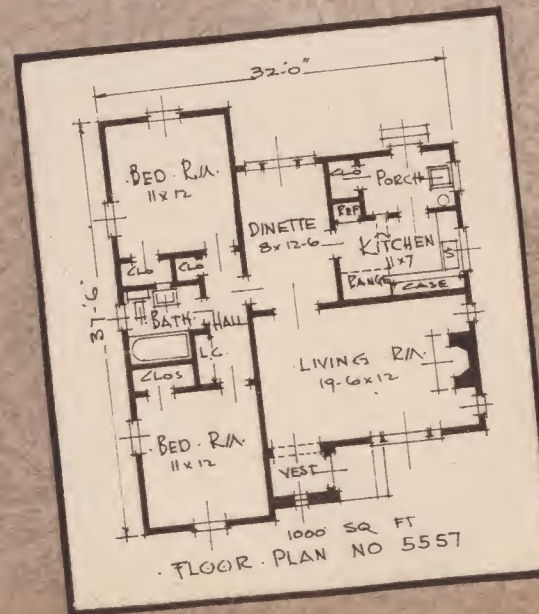
**THE FOWLER**  
Materials of lasting quality and charm are used in this substantial home with a brick exterior. The floor arrangement is an ideal one.







**THE TERRA ALTA**  
Distinctly intended for some place where the skies are always clear and blue is this early California home of five rooms with its low wall of white-washed brick.



**THE SANTA ANITA**  
Sunshine and shadow play hide-and-seek around this snug little bungalow with its white walls and its roof of red tiles. The Santa Anita offers the double advantage of comfort and moderate building cost.





## CHOOSING THE WOODWORK FOR YOUR HOME

"There is nothing more beautiful in this world than fine woodwork—beautiful wainscoting, paneled walls and paneled ceilings, showing the natural grains of the wood, matched and put together; in other words, architectural woodwork." These words are from the executive chairman of the California Association of Architects. Contrast the warmth and homelike atmosphere of woodwork interiors, against the coldness of stone and like material. And in those rooms where paneling is not used, note how the wood trim sets off wall spaces as a frame does a fine painting.

In determining the variety of wood to be used in your home, the first consideration is *appearance*. The wood selected must be beautiful. Its grain and texture must be pleasing to the eye, soft of tone, liveable, enduring. The charm that Redwood possesses is in its soft color, fine texture and pleasing though unobtrusive grain. Supplementing this is the romance of the trees from which it comes, hundreds or perhaps thousands of years old, standing unassailable against fire, flood and insect attack, almost against Time itself; growing only in one favored spot of all the world—California.

From the standpoint of economy you will choose Redwood. It is in the lowest range of prices and is the only wood of low cost that is entirely free from pitch. Pitch will ooze, despite precautions, and will show as a blemish through the paint or other finish used.

Redwood is most easily worked to a fine, smooth, perfect surface by good carpenters and cabinet makers. Yet it is a firm, solid wood, above average hardness. It has a texture and chemical composition which places it in first rank in U. S. Government tests as to ability to take and hold paints and finishes.

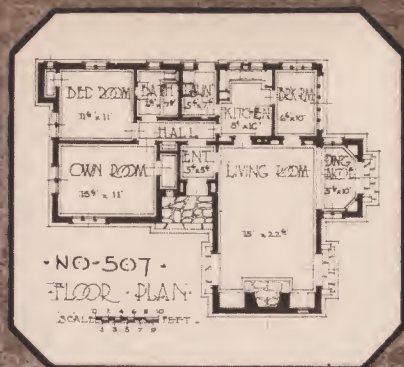
The lack of pitch is one of the reasons for Redwood's fire retardation. Its chemical composition makes it definitely and very highly resistant against decay and insect attack. It is used universally for outside work—rustic, siding and trim, because moisture does not cause it to rot, and wherever wood must come into contact with the ground, no other wood is to be considered.

We would like you to inspect at our office, 2010 South Alameda Street, Los Angeles, our display of many fine finishes of Redwood. Write us at that address, or have your local lumber dealer do so, for information on Painting, Termite Control, Sandblasting and Adzing, and other publications of interest as you plan your home.

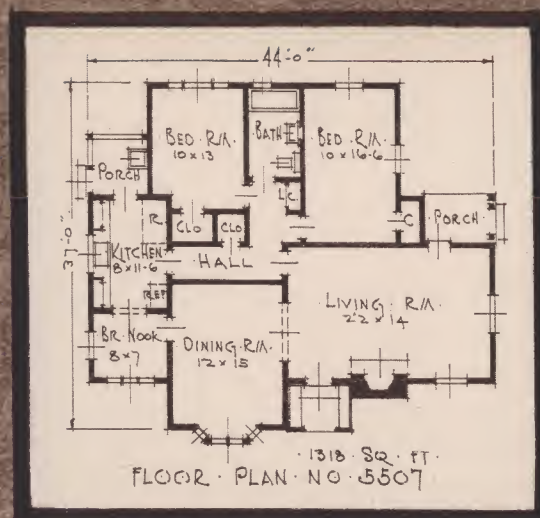
### HAMMOND LUMBER COMPANY

*Producers of Redwood*





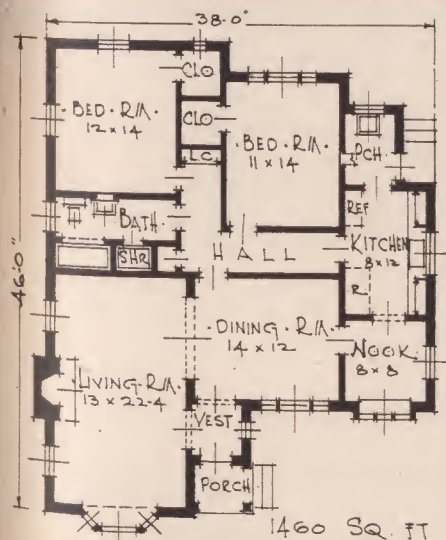
**THE CARMEL**  
At the upper left is the fireplace belonging to this distinctive home of native stone. An interesting arrangement is the clever placing of the dining alcove off the living room.



**THE TABOR**  
This home, with its shingled exterior, uses window boxes, shutters and porch seats to advantage.





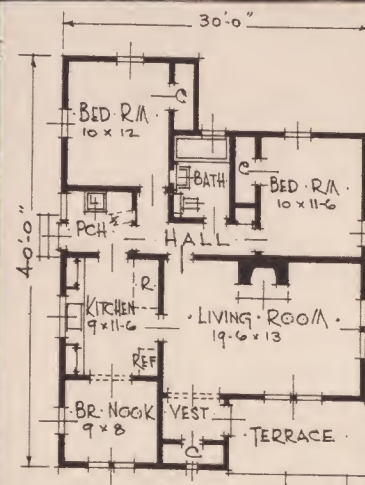


FLOOR PLAN NO. 5508.



#### THE PUTNAM

This charming brick dwelling has a large living room, dining-room and two bedrooms, with plenty of drawers and linen closets in the hallways. The window treatment and gabled vestibule are interesting.



FLOOR PLAN NO. 431.

#### THE REDDING

An exceptionally convenient interior arrangement makes this frame home worthy of more than passing attention. On the outside, the shrubbery has been placed with care.

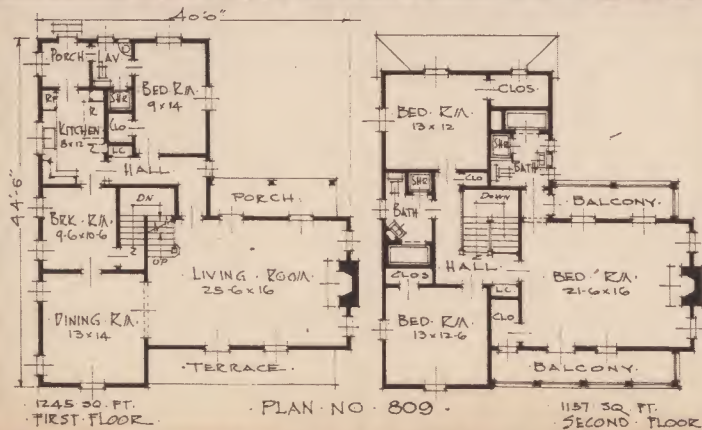






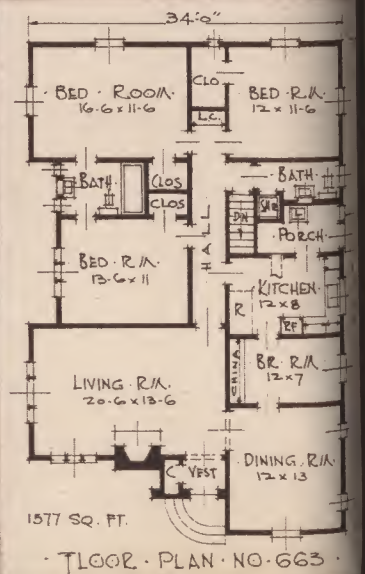
### THE EL SERENO

A Monterey type that carries appeal in its broad front and its carefully laid out floor plans. The interior is patterned after the Colonial.



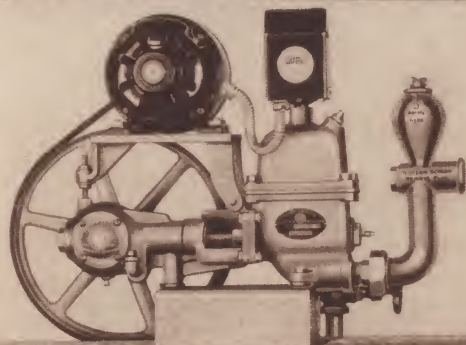
### THE CARSON

Study this plan and you will be convinced of its convenience. It is an interesting arrangement with three bedrooms and two baths. The English exterior makes this a home of unusual beauty.





Norma Shearer's beach home—one of the many homes of prominent people equipped with Duro Water Softeners.



## DURO WATER SOFTENERS

Your new home should be equipped with a Duro Water Softener. It is perhaps the only modern convenience that actually reduces living expenses . . . It saves soap, saves fabrics and saves fuel in cooking. Duro-softened water saves time and labor, too. Every housewife and chef know that foods cook more quickly and taste better when softened water is used in the kitchen.

A Duro Water Softener is a worth-while investment that benefits every member of the family every hour of the day . . . the luxury of pure, clean, softened water, just by turning any faucet at a cost of only a few cents a day.

## DURO WATER SYSTEMS

No matter where you live, you may enjoy the comfort and convenience of running water . . . clear, sparkling water under strong pressure, at your command any hour of the day and night.

This modern system gives your suburban or farm home, or summer cottage an unflinching lifetime water supply.

*Duro Water Softeners and Water Systems are built and sold by the world's largest manufacturers. Write today to our nearest factory distributor for detailed information.*

*Manufacturers*

**THE DURO COMPANY**  
DAYTON, OHIO

*Southern California Distributors*

**Duro Sales Incorporated, Ltd.**  
464 East Third St.  
Los Angeles, Calif.



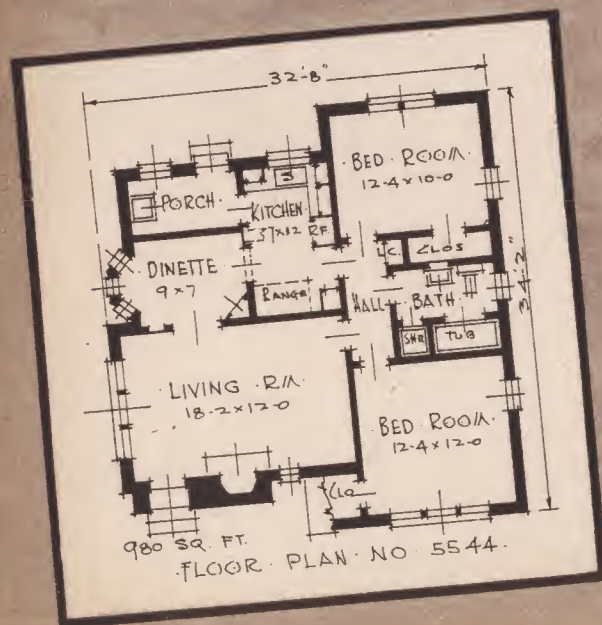
## LIME-CHOKED PIPE

Duro-softened water protects expensive plumbing, boilers and heaters from lime deposits, eliminating big bills for repairs and replacements. This item alone should pay the cost of a Duro Water Softener.



The Beverly Hills home of Anna Q. Nilson—another Duro-equipped job.



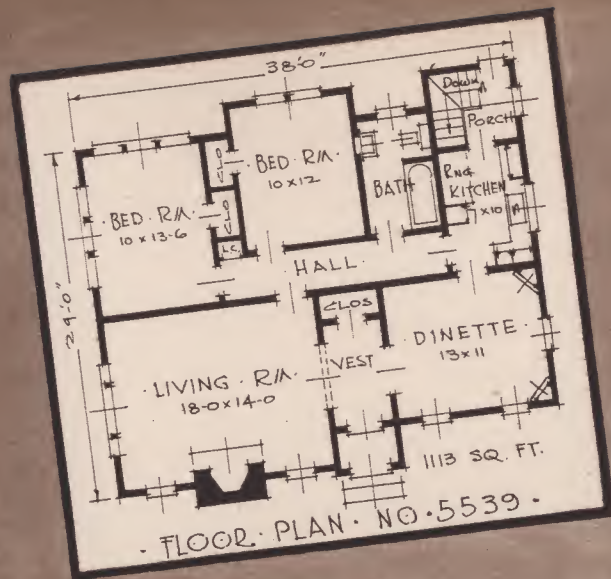


**THE MORRISON**  
 America is recognized today as possessing the greatest number and the greatest variety of beautiful homes in the world. We excel even in our medium-sized homes—for example, The Morrison.

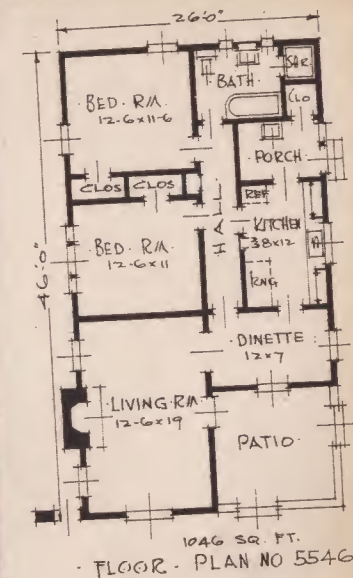




**THE RUSSELL**  
 Designs for small homes come and go, but the style of this frame cottage will always be in good taste.



**THE SAN PEDRO**  
 Those who have journeyed through the milder climates know the charm of time-softened, colored stucco walls. The nook has been omitted from the floor plan of the San Pedro and a dinette is provided to accommodate the average family.







#### REDWOOD SIDING FOR MODERN EXTERIORS

California Redwood is ideally suited for virtually every building purpose. Practically every part of a house can be built of Redwood to advantage, but it is especially desirable for all exterior work, such as siding, shingles, cornices, porches, etc., as well as for foundations.

For those places where there is constant exposure to rain and weather, Redwood proves its superior qualities. There are scores of cases where Redwood is found in perfect condition in structures that were built 50 to 100 years ago.

Why is Redwood so durable? Because it is impregnated by nature against decay. It has antiseptic properties, inherent in the wood itself, which resists the growth of decay-producing fungus. It needs no treatment or preserving whatsoever, and will serve for generations without attention.

In addition to this durability, nature made Redwood a perfect surface to paint or stain. Shellacking is unnecessary because Redwood contains *no pitch*. And there is no danger of pitch or oil oozing from the wood after paint is applied.

Excellent results are easily obtained in painting Redwood. It has a satin-like texture and the grain is smooth and will not raise. A paint job on Redwood will serve for years with minimum care.

CALIFORNIA REDWOOD ASSOCIATION  
San Francisco, Calif.





## REDWOOD—THE WOOD OF MANY USES

California Redwood has long been recognized as the practical wood for any purpose. For interior decoration its natural color, soft and warm, its subdued but distinctive grain and satin-like texture, lend an air of distinction unobtainable in any other wood.

For beamed ceilings, panelled and wainscoted walls, California Redwood is without rival.

But Redwood interiors, beautiful as they are, are only one of the many uses for this versatile material.

For exterior walls, beams, half-timbering porches, garden furniture—in fact, any place exposed to the wind and weather, Redwood is recognized as the preferred Building Material.

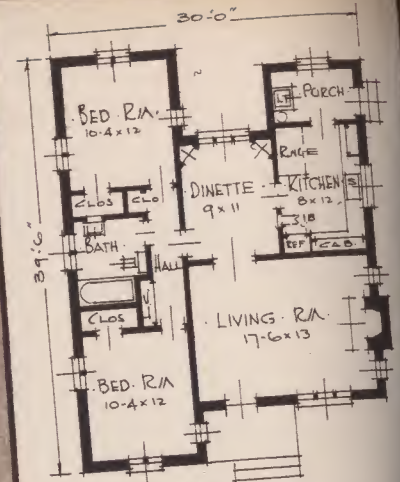






### THE WAITE

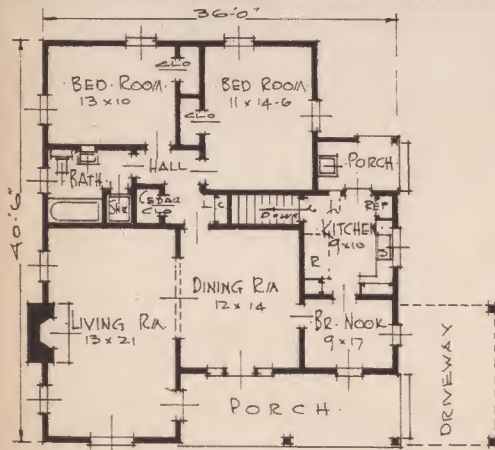
Bricks laid in an irregular course achieve a pleasing effect in this English home. The whole house exudes an air of security and solidness.



1007 SQ. FT.  
FLOOR PLAN NO. 5551

### THE VALPREDA

If homes have a mission, the mission of this early California type is to brighten both the spirit and the landscape.



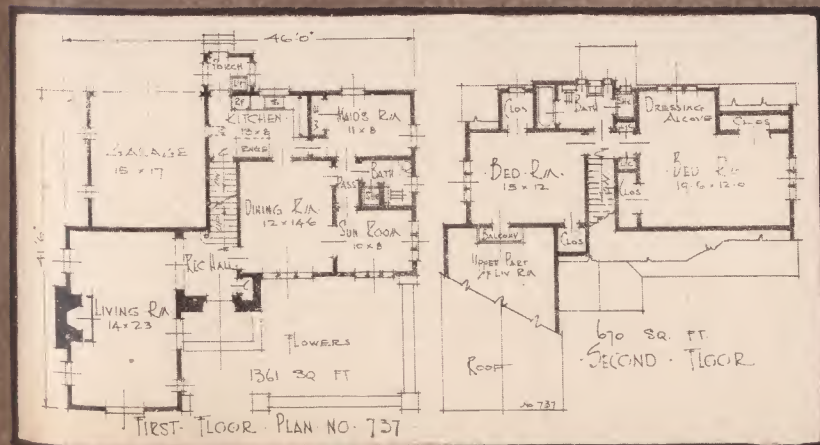
1382 SQ. FT.  
FLOOR PLAN NO. 5561





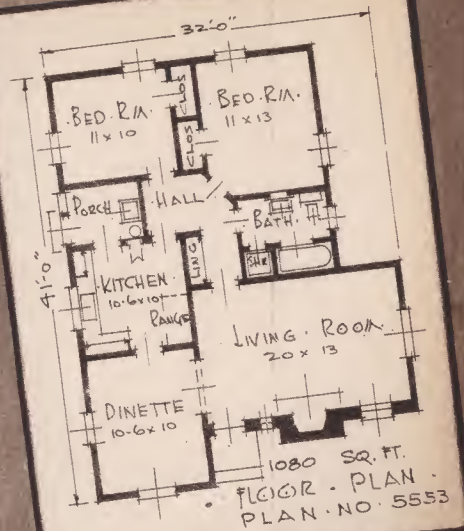
### THE GERBER

Money invested in a home like The Gerber will bring big returns in satisfaction and wholesome living. Native stone is used to frame the quaint doorway and to build the fireplace chimney.

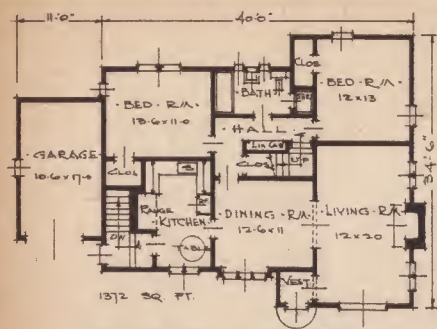


### THE ALBERT

This English cottage fairly sings 'Home Sweet Home' at you. It is a type that can be made attractive with a minimum of landscaping.







FLOOR PLAN NO. 5567



THE KLYCE

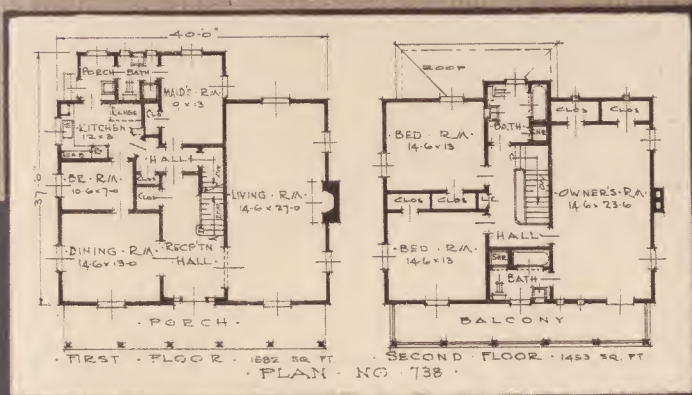
The artistic window treatment, the irregular roof line and the cupola effect over the doorway are important units in the proper framing of the picture made by this beautiful home of frame construction. The interior is roomy and delightfully arranged, the roof-line extending to cover a one-car garage.



## A SUNNY GARDEN

Flat stones have been used to surround the sturdy tree in the foreground and to make the well in the background, features of this sunny garden spot. The ollas, or water jars are artistic touches.

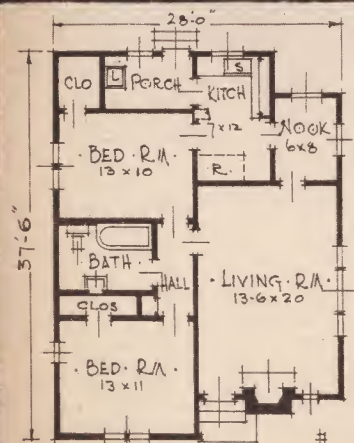




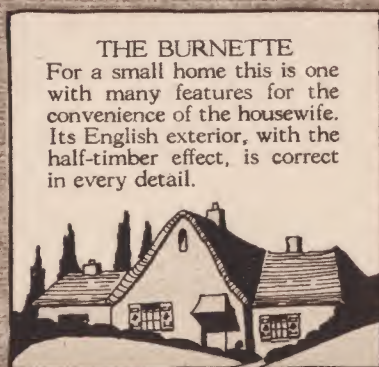
**THE BERENDO**  
 Rooms and porches to delight the heart of the lover of spaciousness in a home may be found in "The Berendo," a typical example of the popular Monterey type of architecture. The picket fence is an attractive detail.







968 SQ. FT.  
FLOOR PLAN NO. 434

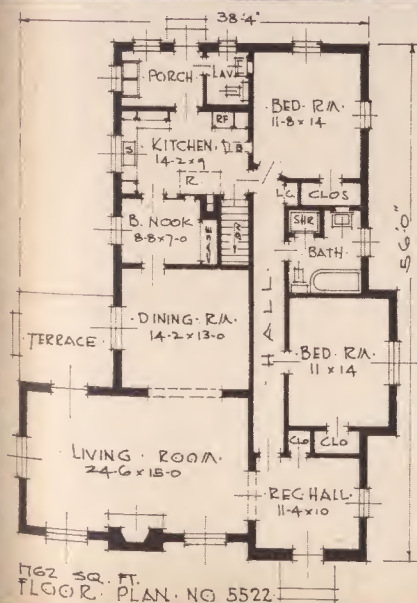


### THE BURNETTE

For a small home this is one with many features for the convenience of the housewife. Its English exterior, with the half-timber effect, is correct in every detail.







### PORTLAND CEMENT

Concrete masonry units manufactured with Portland Cement have been used with pleasing effect in the Grenfell, the charming home on this page.

In addition to its use on the exterior walls, Portland Cement is the ideal material for drives, walks, fountains, bird baths, and many other uses where permanent construction is desired.

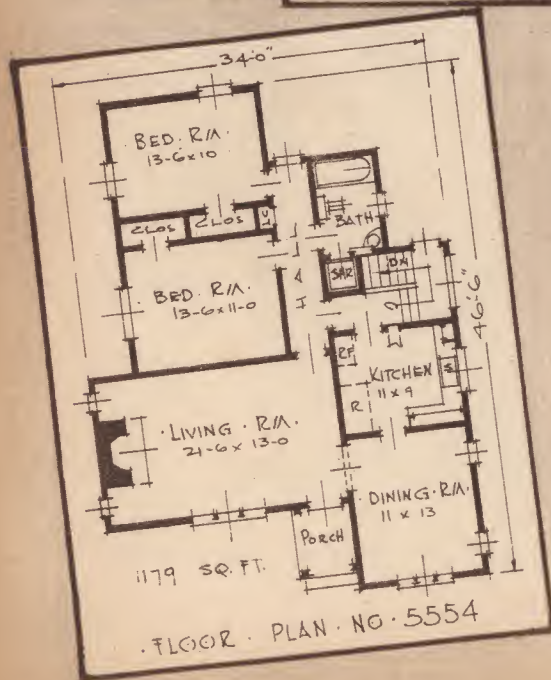
Many helpful booklets, giving ideas on the many uses of concrete in beautifying the garden, are furnished free to home builders by the Portland Cement Association.



### OUTDOOR LIVING ROOMS

A delightful creation for the center of the formal garden is this lily pool fed by a fountain that trickles from beautifully blended tiles. Decorative pottery completes a graceful setting.





**THE RYAN**  
Both interior and exterior of The Ryan, English type home with five rooms, contain much to recommend it to the discriminating home builder. Ask us about it.



**THE LIVING ROOM**  
The living room and its furnishings form an important part of the home. Here is a quiet corner for happy hours.





Simply reach out from the driver's seat and turn an easily-operated lever and your garage doors swing open to admit you or close securely as you back from the driveway.



### DON'T GET OUT . . . REACH OUT!!

Flick the handle . . . instantly, as if by magic, your garage doors open or close . . . silently, with velvet smoothness . . . all while you remain comfortably seated in your car.

The medium is CONTROLADOR, a simple device which takes its power from the ordinary water pipes . . . each operation uses little more than a glass of water. The attractive handle, provided with an individual key, is placed at the edge of the driveway within easy reach of your extended arm. If desired, your garage lights may be turned on, automatically, as the doors open.

To the woman driver CONTROLADOR is indeed a boon . . . no scrambling into the rain to fight garage doors . . . no more danger of your car getting away to imperil life . . . no more tearing and soiling of clothing . . . no more leaving doors open to be destroyed by the elements . . . no more gaping garages to mar the beauty of the home.

### NO WONDER

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Write to one of the following and receive full particulars

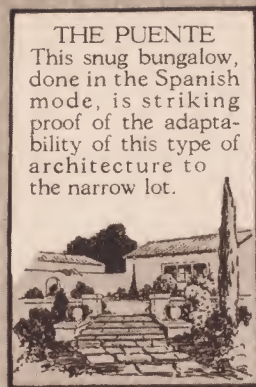
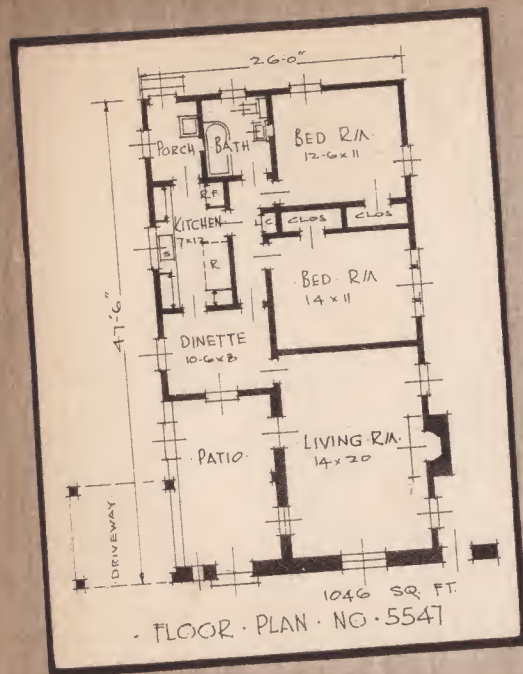
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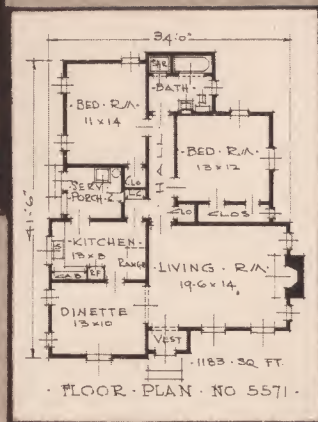




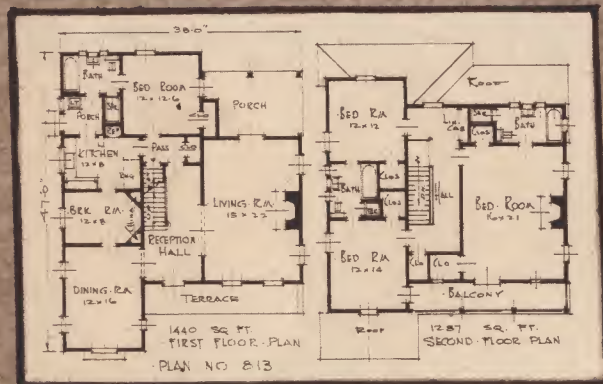


### THE AZANA

"The Azana" is an interesting design that follows the lines of the early California home in a manner that is both quaint and refreshing. The floor plan shows five rooms that are well situated, and the broad, shuttered windows will let in a maximum of air and sunshine.



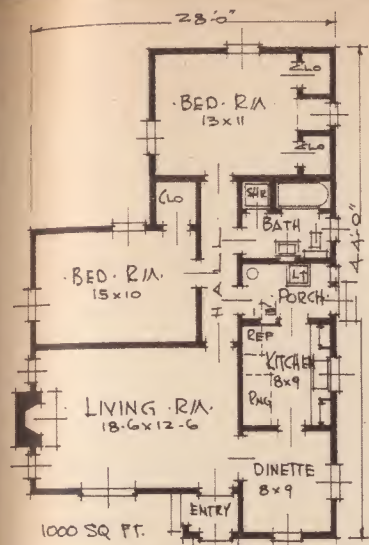




THE LA RAMADA  
Balcony, broad sweeping roof, windows grilled and shuttered, and chaste, white walls all combine to make this Monterey house a most appealing example of a type that is very much in popular favor. The floor plan provides for eight generous rooms.







1000 SQ. FT.

FLOOR PLAN NO. 5556



### THE ZAMORA

Stucco and tile form an ever-interesting combination to the home builder who favors Spanish architecture. The Zamora offers another well designed floor plan for the inspection of the builder who wants a cozy, small house.







## YOUR HOME IS AS GOOD AS ITS HARDWARE

The importance of the proper selection of good hardware in the new home cannot be emphasized too strongly.

Hardware, owing to the conspicuous place it takes in the home where it is seen and used by the owner and his guests every day, should be one of the most important items in the house.

In selecting hardware, homebuilders are urged to investigate the durability of the materials used; the smooth functioning of moving parts with a minimum of effort, and to select a style and finish that will harmonize with the home.

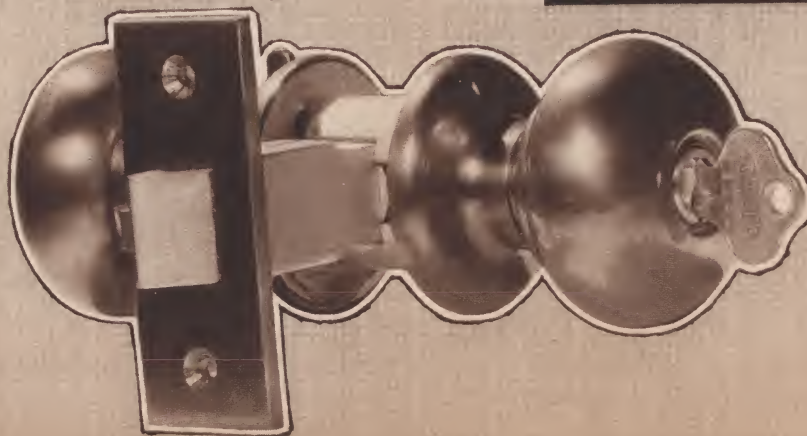






This beautiful Spanish home is completely equipped with Ry-Locks.

One key operates all locks, which are factory assembled and factory guaranteed. The owner is Mr. W. B. Morris, 900 Mandana Road, Oakland, California. The home was designed and built by Sanford Jackson, of Oakland.



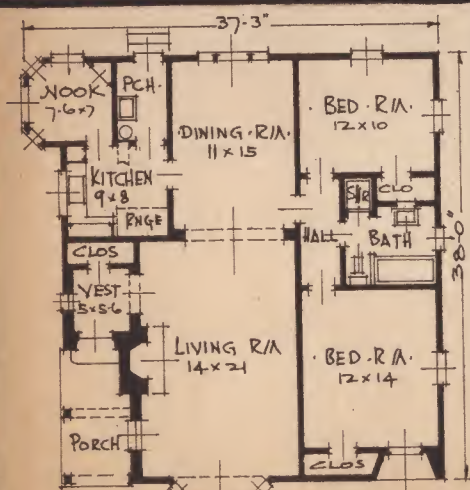
Ry-Locks are locked and unlocked by a thumb piece on the inside turning rose. In every detail they are smart and modern, with designs that blend with any period.

For the name of your nearest Ry-Lock dealer, write to  
**Ry-Lock Company, Ltd.**  
San Leandro, California

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1319 SQ. FT.  
FLOOR PLAN - 5534 -



#### THE DEEBLE

This is a home plan that will appeal. It is very attractive with its five large, well-arranged rooms. The living and dining rooms may be used as one large room for entertaining.



#### A PAIR OF CHINA CLOSETS

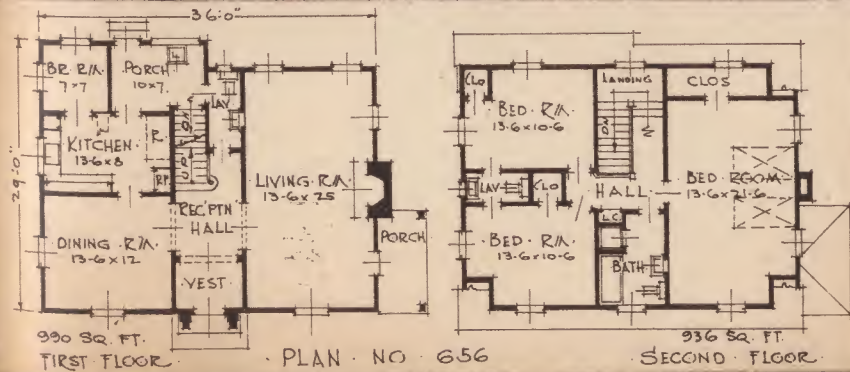
The charm of old Colonial mansions has been captured by the makers of some of today's "built-ins," and our houses are the richer for it.





### THE SPURRIER

The Dutch Colonial house illustrated here is a type of architecture that will never be out-of-date. The possibility of getting six rooms under one roof with a small ground area is revealed in the floor plan.

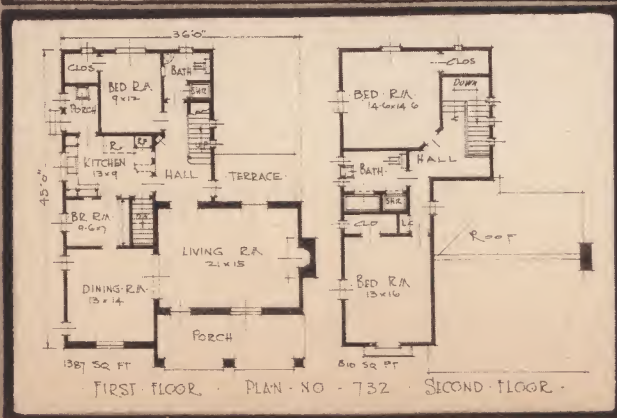






### THE CAMARILLO

Here is illustrated a Spanish type home of exceptional charm. A study of the floor plan will reveal its many good features and its economical arrangement.



**MODERN LIVING ROOMS**  
Today's living room is a place that invites one to linger and know the utmost in comfort and repose. Modern furniture achieves beauty without sacrificing an iota of comfort.





BREAKFAST ALCOVE warmed by circulating warm air from Payne Floor Furnace.

# PAYNE

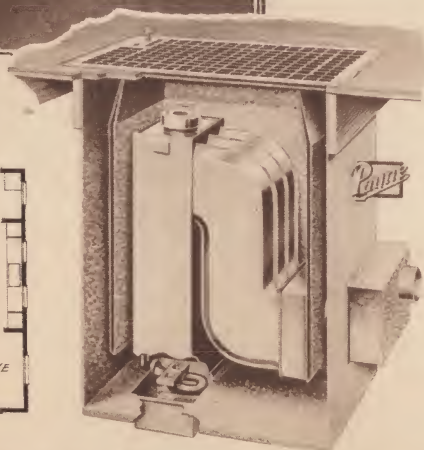
## Gas-Fired Warm Air HEATING SYSTEMS

Fresh, pure warmth, when and where needed—*ideal summer heat indoors!* No foul fumes or odors. No sweating of walls or windows. Easy to install in any type of building or climate!



For details, write or telephone to  
**PAYNE FURNACE & SUPPLY CO.**

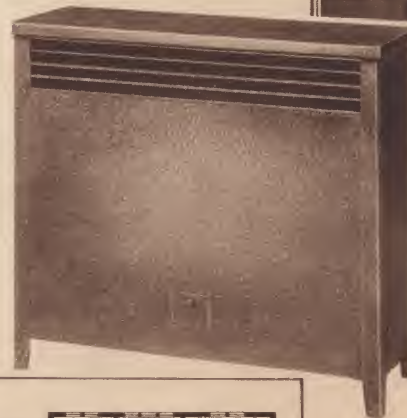
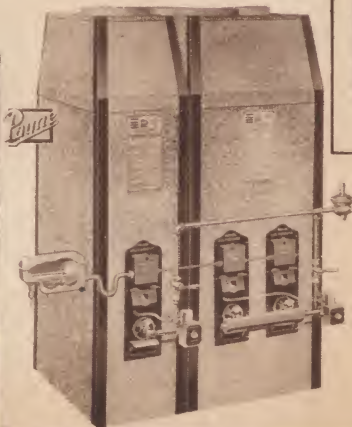
Beverly Hills, California  
Telephone: CR estview 0161  
*Jobbers and Dealers in All Principal Cities*



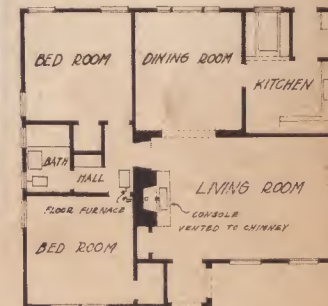
PAYNE FLOOR FURNACE provides real warm air heating in homes without a basement. Ideal for Unit Heating Plan.



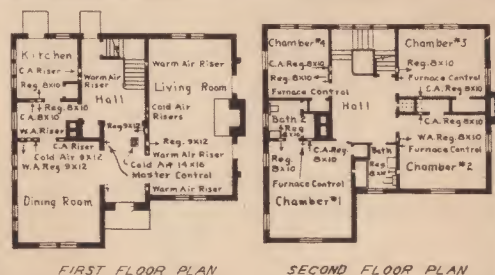
Typical Payne-heated residence in Motion Picture Colony.



LIVING ROOM kept warm and cosy by attractive Payne Console Heater.



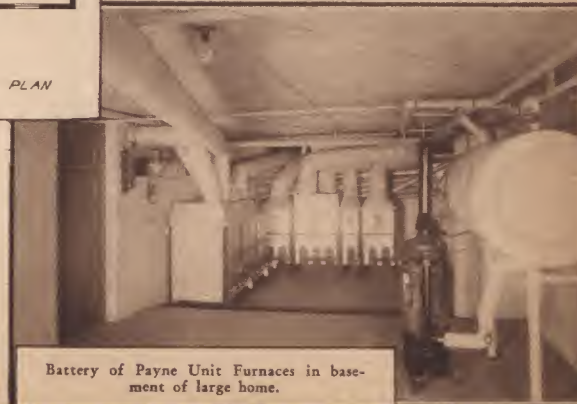
PAYNE CONSOLE ROOM HEATER resembles a fine piece of furniture but actually circulates warmth without floor drafts.



### PAYNE UNIT SYSTEM

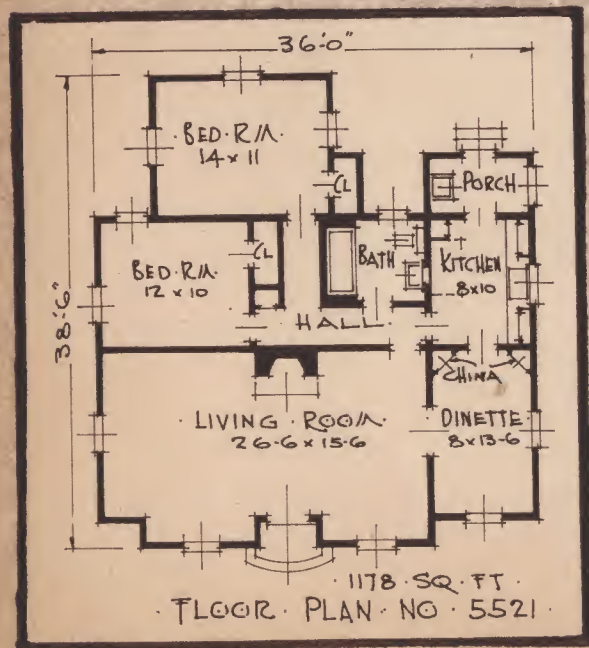
Individual furnaces have electric push button or thermostat controls, fans for ventilating and automatic humidifier equipment when desired—the very last word in modern heating equipment!

*Write for Literature*



Battery of Payne Unit Furnaces in basement of large home.





**THE WEISER**  
 Charm, with all that the word implies, is reflected in this distinctive Colonial bungalow. Very compact are the plans in which all the late modern conveniences have been included.

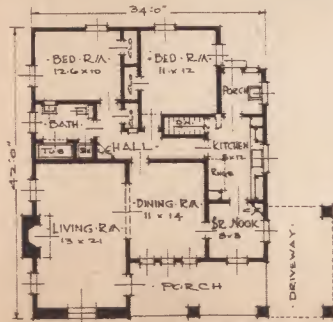




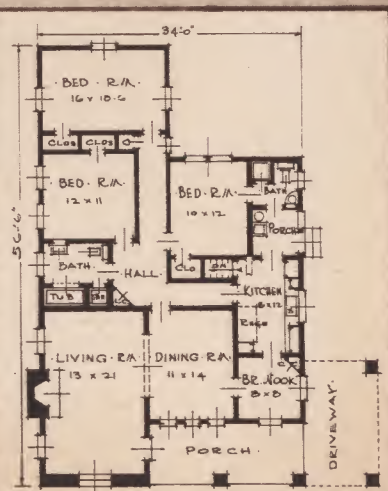


### THE LOMITA

A very pleasing type of the Spanish style home is "The Lomita." Floor plans are provided for either five or six rooms. No. 5576 below provides for two bedrooms and a single bath. No. 677 shows an extra bedroom and a second bath just off the porch. Both plans provide for a delightful living room with a fireplace.



• FLOOR PLAN • NO. 5576 • 1428 SQ. FT.



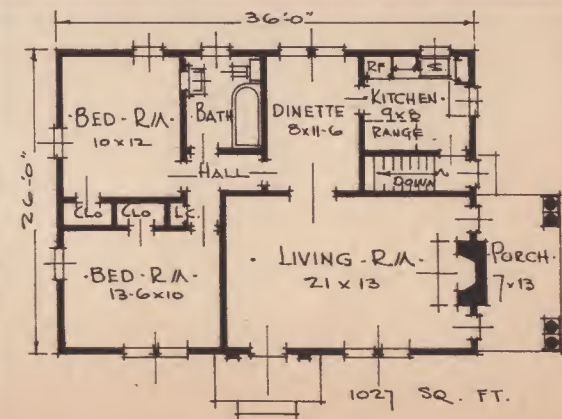
• FLOOR PLAN • NO. 677 • 1674 SQ. FT.



### THE BARTELL

This outstanding little frame house proves that a small home may be planned within the price limit of those of small means and yet contain all the elements of good design and pronounced charm. The porch with its pillars is a distinctive addition.

63



• FLOOR PLAN • NO. 5570 • 1027 SQ. FT.





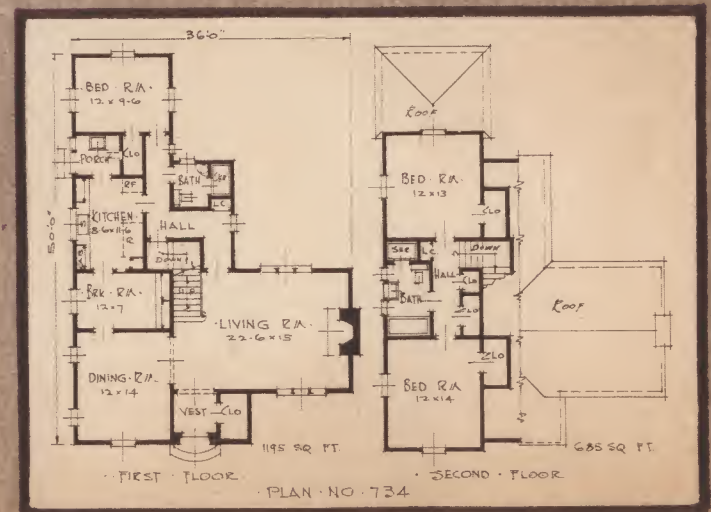
#### THE BURKHART

The setting is particularly good for this captivating English type home. The long sweep of the roof down over the bricked-in entrance adds materially to its appearance.

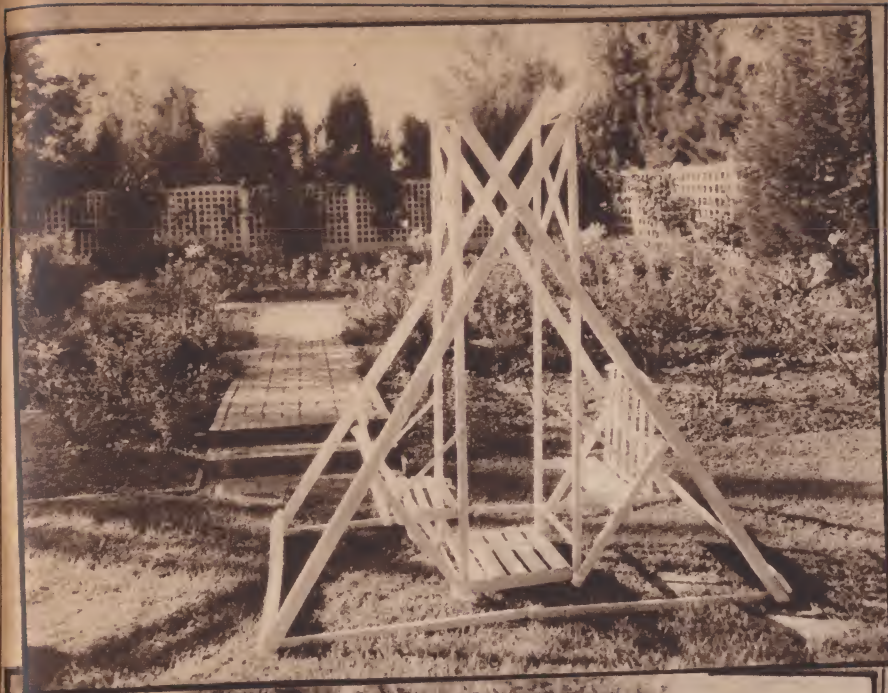


#### THE OXNARD

For the home builder whose tastes lean toward the simple and homey, the plan of 'The Oxnard' is designed to order. Features are the low, sweeping roof, massive fireplace and recessed entrance.

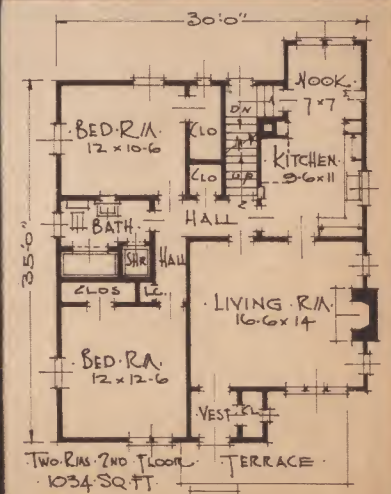






### THE SLAGLE

Own a home of your own. This one will command your liking and consideration. The floor arrangement reveals a plan of six rooms with two extra bedrooms on the second floor.



FIRST-FLOOR PLAN NO. 655



## THE STORY OF "BESTILE"

"BESTILE" is a wall tile manufactured in sheet form on a patented water-proof, pressed fibreboard, with a porcelain-like, glazed surface.

This beautiful, sanitary wall tile, available to home-builders at a substantial saving over ordinary tile, has been used in many hundreds of homes in every section of the country.

Furnished in a complete range of colors with cap, base, and all necessary "Trim" to harmonize with the color scheme.



## "BESTILE" IDEAL FOR NEW HOMES OR OLD HOMES

"BESTILE," because of its low cost and ease of installation, is universally used for walls in showers, bathrooms and kitchens.

For the new home a complete range of delicate colors make the bathroom and kitchen the outstanding rooms of the home, and the exceptionally low cost puts it within the reach of every builder.

Old homes or apartments can be brought up-to-date with modern, sanitary walls. The kitchen on this page is an installation in a new home. In the bathroom shown, "BESTILE" was applied over the old plaster to complete the job of making an old, unsanitary bathroom up-to-date.

"BESTILE" is sold by progressive dealers in handy sheet form so that any competent carpenter can install it in your home.

For complete information, write:

**THE BESTILE MANUFACTURING COMPANY**

Home Planning Department, Division "C"

Ontario, California

Sales and Display Rooms

Building Material Exhibit

557 Market Street

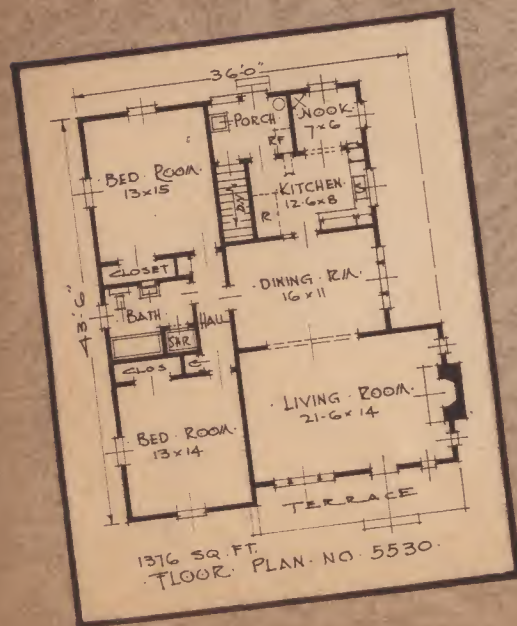
San Francisco

Architects Building Material Exhibit

5th at Figueroa

Los Angeles





#### THE DEVIN

This solid-looking, five-room plan has an arrangement that is particularly good. The designer has proved here that beauty in a house is not a matter of size and cost.

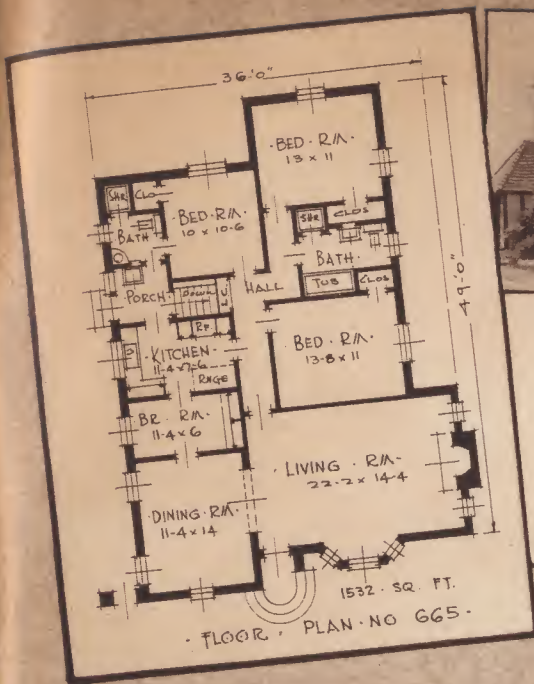


#### POPULAR USES OF KNOTTY PINE

Favorite gathering places are the basement recreation room of the country home pictured above, and the comfortable living room. Charm is enhanced by walls of knotty pine finish.

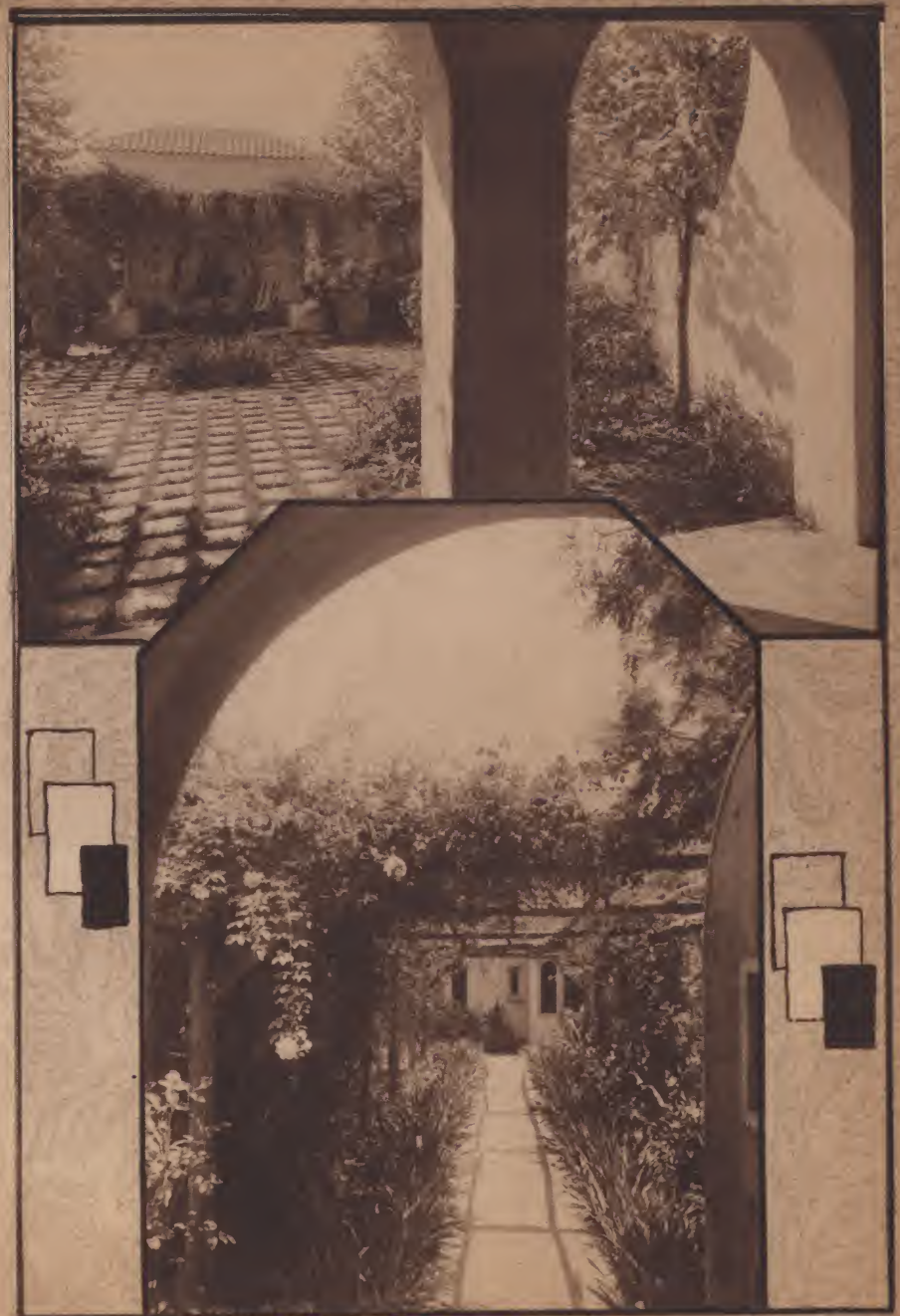
Photos—Courtesy Shevlin, Carpenter & Clarke Company



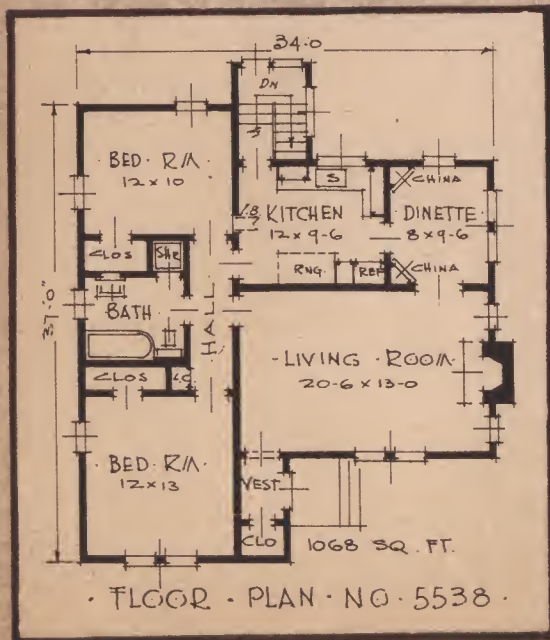


### THE JORDON

This adaptation of the English cottage shows how charming and picturesque the smaller house can be made in the hands of a skillful designer. The narrow casement windows, the sweeping roof lines, and the shrubbery give the right atmosphere of hominess.







#### THE ORVILLE

This homey, comfortable house, set close to the ground among its shrubs and flowers, has a convenient floor arrangement as well as an appealing exterior.



#### THE FIREPLACE

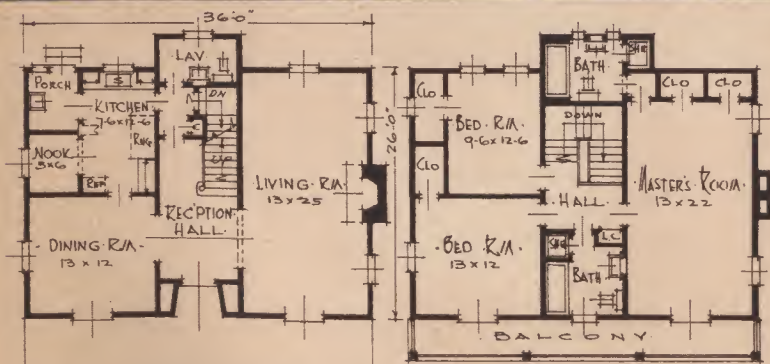
The cheering warmth and flickering shadows of an open fire bring relaxation and true enjoyment to evenings at home.





### THE PALOMARES

In days of old the balcony was a popular gathering place for Spanish families. And since the average Spanish family was a large one, the balcony had to be roomy as in this Monterey.

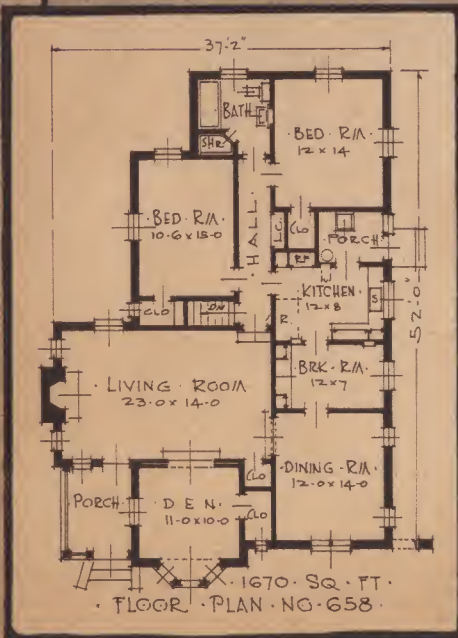


967 SQ. FT.  
FIRST FLOOR PLAN

1122 SQ. FT.  
SECOND FLOOR PLAN

PLAN NO. 667





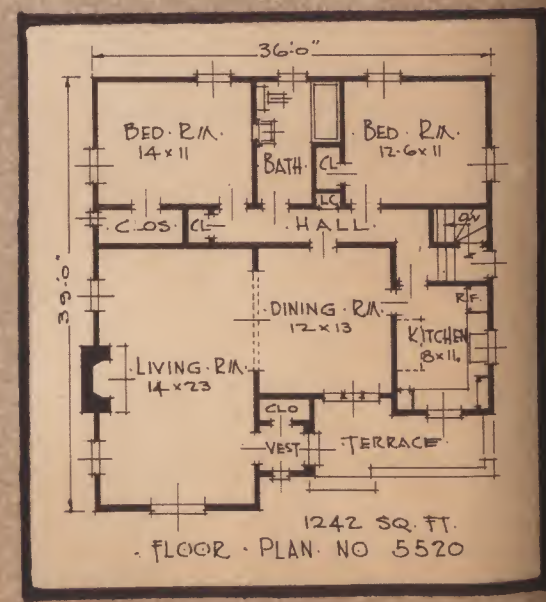
### THE WARREN

This delightful home is more than ordinarily attractive. Inspect the floor-plan carefully and you will fully appreciate the competent planning of room arrangement that offers real home value.



### THE LARCHMONT

Here is submitted for your consideration a home plan that will satisfy if you require a home of this type.







## "Flowerland" The Garden Center of California

1. An interesting pattern is produced with grass filling the spaces between the bricks. The creation of distinctive landscape settings for the home is the aim of our experienced landscape architects, who have made a lifetime study of the building of beautiful gardens in California. The knowledge and experience of our men, and the superior plant materials which we use, enable us to produce a permanently pleasing garden with less expense to the home owner or builder.
2. Rock-work and pools add immeasurably to the charm of the garden. They are inexpensive to construct and maintain.
3. The new double Gerbera, or Transvaal Daisy. This is of great value for cut flower purposes; rich in coloring and very lasting; a result of much painstaking hybridization and selection.
4. Scabiosa Columbaria. A new, beautiful perennial, delicate orchid in color.

We are constantly producing and obtaining from every source, seeds and plants of new and better perennials.

Nowhere in the world are finer seeds obtainable than those in Paul J. Howard's liberal packets.

### PLANTS FOR PATIO AND INTERIOR DECORATION

5. Our greenhouses contain many rare and beautiful pot-plants and our personally selected foreign and domestic pottery enables us to create the most harmonious effects in home beautification.

**PAUL J. HOWARD'S**  
HORTICULTURAL ESTABLISHMENT  
250 SO. LA BREA AVE.  
LOS ANGELES



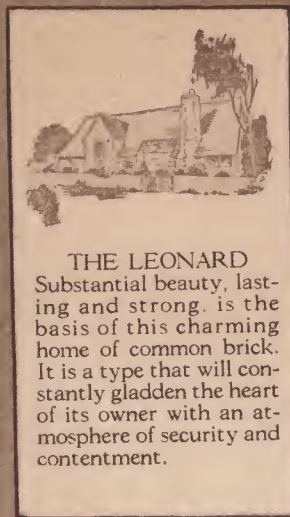
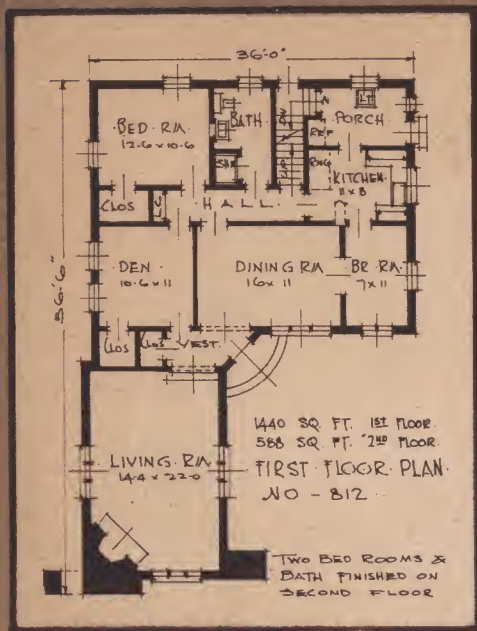
Fill in the coupon for our catalogs and descriptive literature on Seeds, Plants, Bulbs, Shrubs, Trees, Tools, Garden Books, in fact, everything for the garden.

Gentlemen: Please put my name on your mailing list.

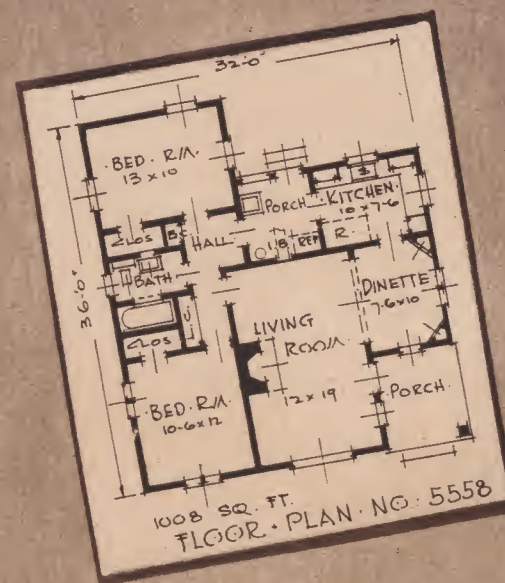
Name .....

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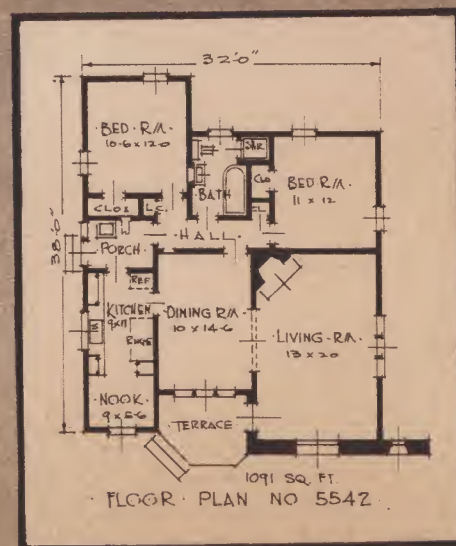


**THE LEONARD**  
Substantial beauty, lasting and strong, is the basis of this charming home of common brick. It is a type that will constantly gladden the heart of its owner with an atmosphere of security and contentment.



**THE SAN MARCO**  
Economy of lines with a maximum of living comfort are characteristics of The San Marco. With its sturdy exterior and convenient interior arrangement, it is an ideal bungalow for a small family.



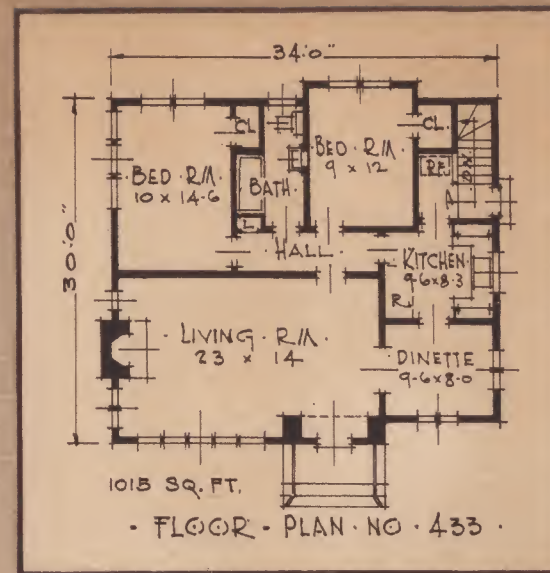


#### THE ALDER

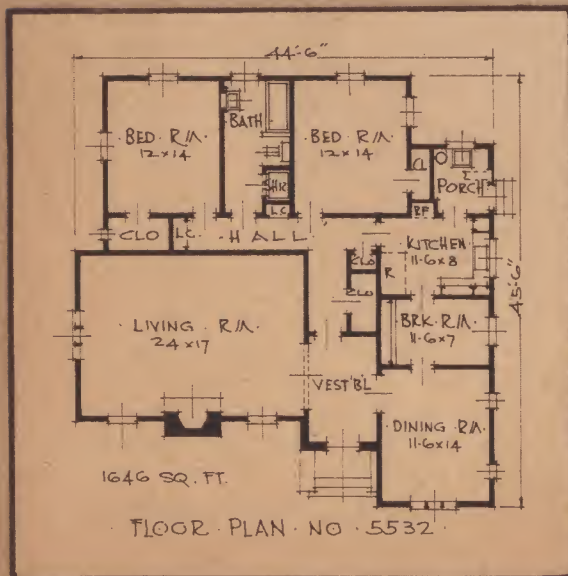
The theme of this compact, five-room home is friendly sociability. A welcoming doorway ushers the visitor into a conveniently arranged interior.







**THE CORBIN**  
 If it's a frame home you want, covered with siding, here it is! Four rooms on one floor with modern built-ins make it one to be desired. Get prices on it today.



**THE ANDERSON**  
 This English stucco design with its siding gable, brick entrance and massive chimney will carry an appeal to home lovers. The interior has been carefully planned providing all the essentials to making housework easy.







**PEERLESS**  
*Built-in Furniture*

**MAKE YOUR KITCHEN  
MODERN... LIKE THIS  
... EASILY!**

TIME-**SAVING**, step-saving, beautiful **PEERLESS Built-In Furniture** makes your kitchen work short, simple, enjoyable! You can have just such a modern kitchen in *your* home, easily, quickly. **PEERLESS** units adapt themselves to every requirement... every wish... in old homes or new. End toilsome drudgery; stop useless, fatiguing labor. **PEERLESS** costs so little... is so easy to buy and pay for!

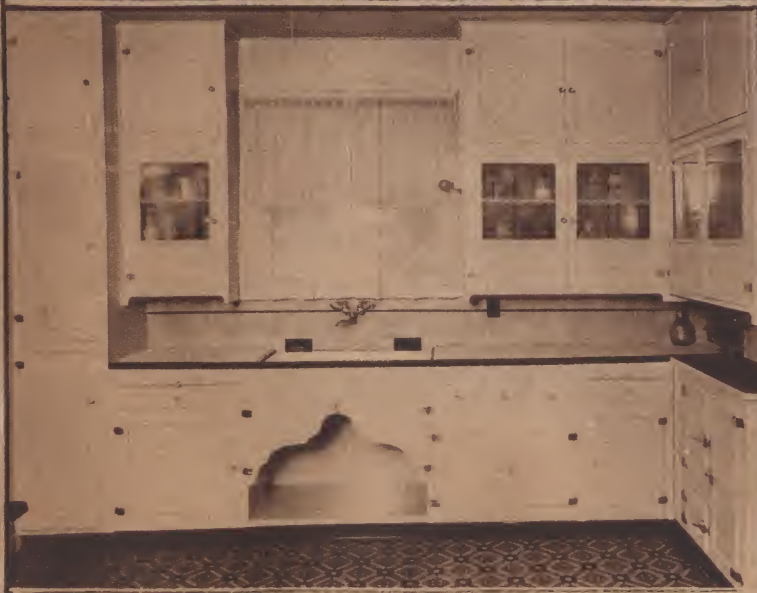
Manufacturers and Distributors of—  
**PEERLESS Built-In Furniture**  
**MIAMI Metal Medicine Cabinets**  
**VERIBRITE Porcelain Enamel Sinks**  
**Peerless Garbag Units**  
**Peerless Kitchen Ceiling Vents**

Write for interesting Peerless booklet,  
 "Modern Kitchen Planning."

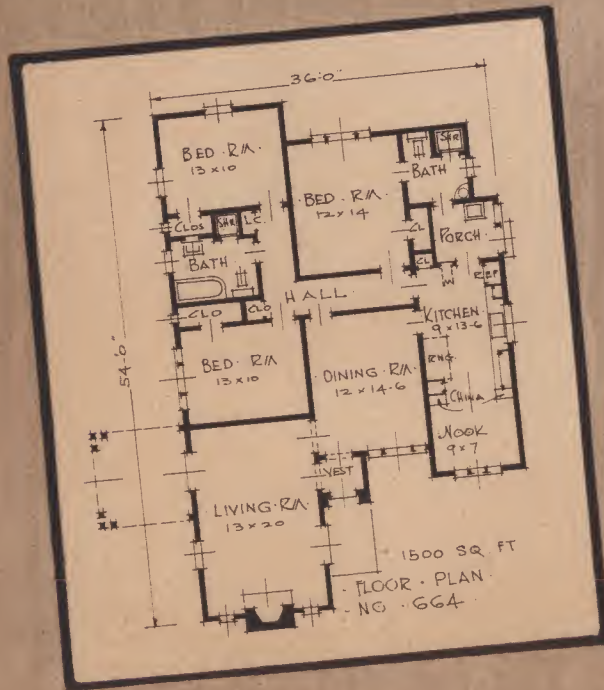
**BUILT-IN FIXTURE  
COMPANY**

Berkeley

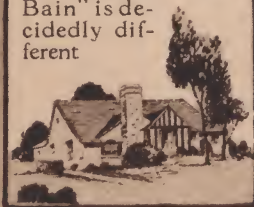
Los Angeles



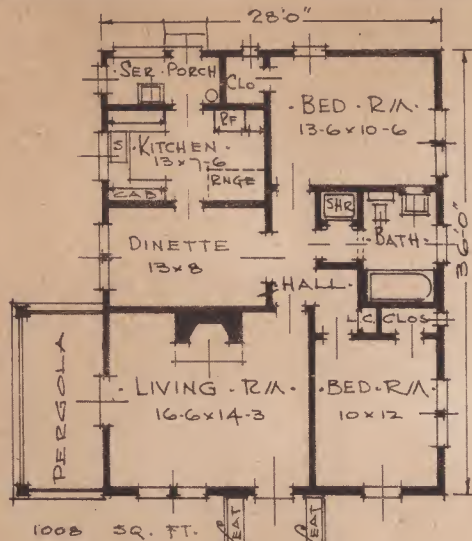




**THE BAIN**  
Half the pleasure of home owning comes through the joy of having a type of design fitted to your individual taste. "The Bain" is decidedly different







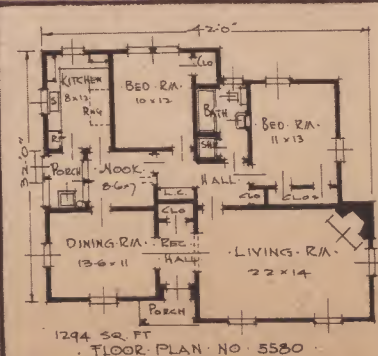
1008 SQ. FT.  
• FLOOR PLAN NO. 5569 •



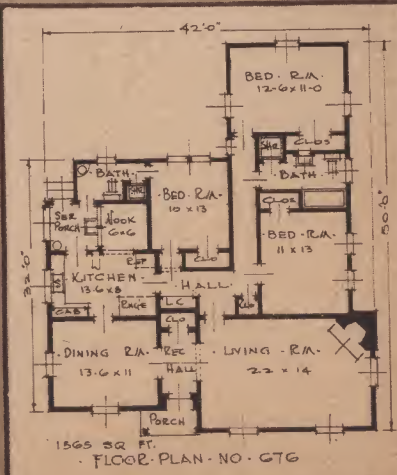
**THE AKARD**  
An interesting home for a small family is "The Akard," whose broad front windows are enclosed with green shutters. The little "love seats" in front of the doorway are attractive details.



**THE LA MIRADA**  
Simple charm characterizes the early California type homes of which this is an interesting example. The "La Mirada" is part frame and part stucco.




1294 SQ. FT.  
• FLOOR PLAN NO. 5580 •



1565 SQ. FT.  
• FLOOR PLAN NO. 676 •




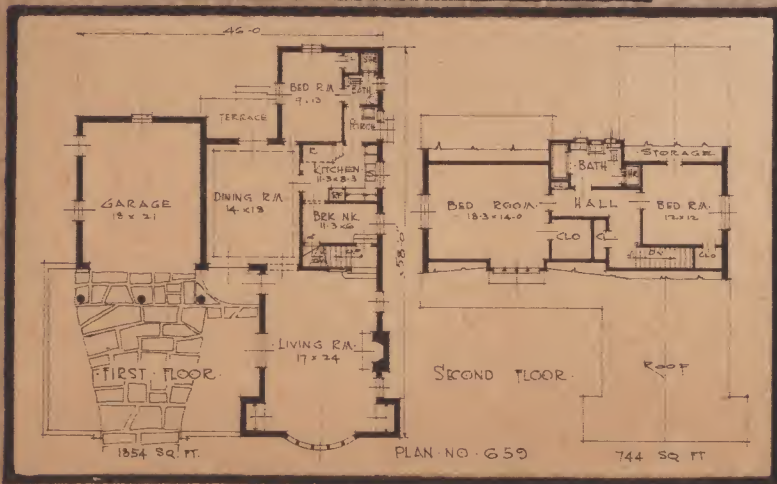




**THE SHELTON**

You would be proud of this home with its simple exterior and its pleasing proportions. Distinctly modern with a convenient arrangement of rooms









## A NOTE OF OLD-WORLD BEAUTY FOR THE MODERN HOME!

Planning a new home is a pleasant undertaking and, for most people, a thrilling one. Perhaps the greatest pleasure experienced is the joy of expressing your own individual taste. Above all, it must be a home of inviting hospitality and lasting beauty.

Of the many features which contribute to the livability and smartness of the modern home, few will add to your home the dignity, distinction and everlasting beauty as Velvatone Door Chimes.

In the "home o' dreams," Velvatone Door Chimes add the final note of grace and culture—they are musical door calls of unusual and inherent beauty, and the most refined improvement made in door announcing since the dawn of civilization. Their majestic tones extend a welcome to your guests before the door is opened.

Inspired by the Carillon music of the Netherlands, the master craftsmen who build Velvatone Chimes bring to the modern home in their Door Chimes a breath of this enduring charm, plus an atmosphere of the luring romance of the Old World.

Your architect or builder will approve Velvatone Door Chimes. Be sure to have him include them in your plans.

The cost of having a set installed in your new home will perpetuate your investment in lasting pleasure and satisfaction.

**ELECTRIC SIGNAL COMPANY, LTD.**

VELVATONE CHIMES

2711 HYPERION AVE.

LOS ANGELES, CALIFORNIA

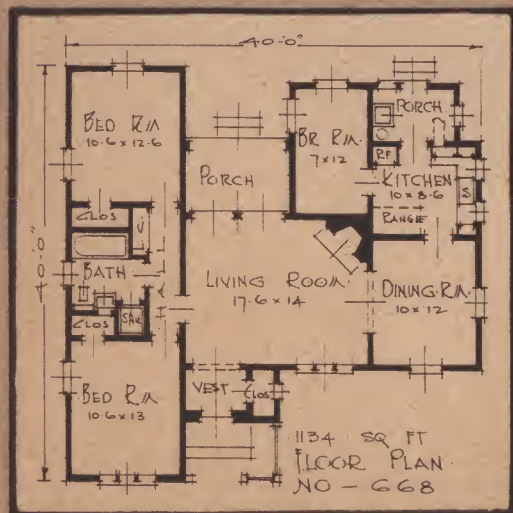
Exclusive and patented Velvatone features include:

1. Each chime is permanently and perfectly tuned by experts.
2. Each chime is richly burnished by hand, then lacquered to preserve the golden lustre.
3. Velvatone Chimes are made only from the finest "bell metal" . . . a special formula adapted from the world-famous chimes of Flanders.
4. The volume of each Velvatone chime is easily regulated.
5. Bakelite suspension cap gives Velvatone that rich, full "old bell" tone . . . an echo from the Carillons of the Old World.

*Write, today, for illustrated folder, prices and name of your local dealer.*







#### THE BALDRIDGE

Somehow, this delightful frame cottage gives the impression that it overlooks a wide expanse of ocean. The breakfast room at the back can be converted into an extra bed room.



#### FLOWER GARDENS

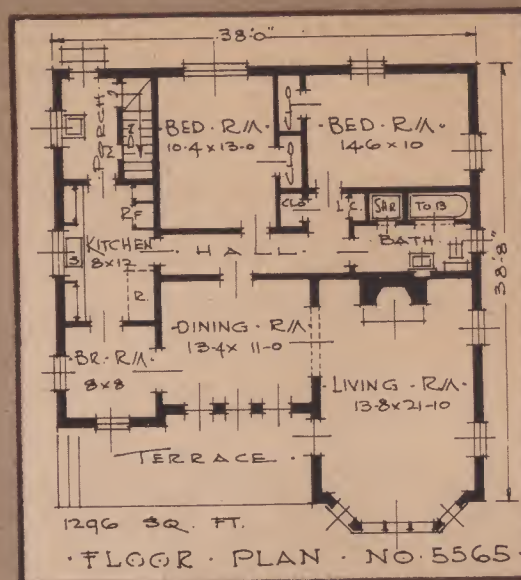
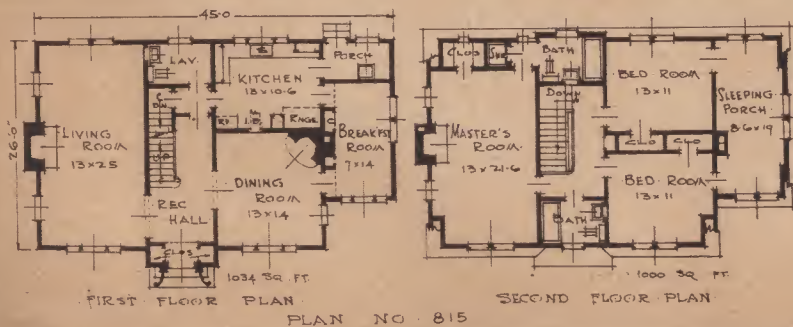
This lovely out-door living room, with the blue sky for a roof, is a most delightful place in which to linger on bright days and in the dusk of evening. An awning provides a covering for a balcony from which is hung a gay row of flower pots.





### THE KENMORE

A homey home is "The Kenmore," whose shingled roof is capable of sheltering a fairly large-sized family. Patterned after the Colonial, the exterior radiates cheerful hospitality and the interior is characterized by its spaciousness.



### THE LAWRENCE

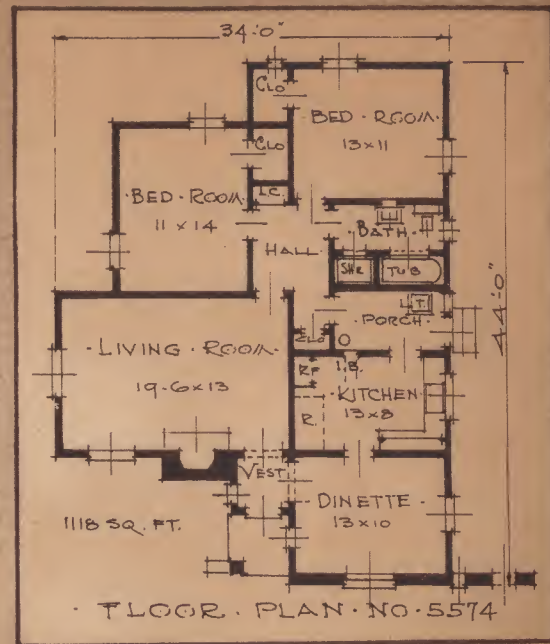
A house of gables is "The Lawrence," whose chief features are its steep, shingled roof and its trim of irregularly laid brick. The interior arrangement is exceptionally well thought out with a hallway running the width of the house.



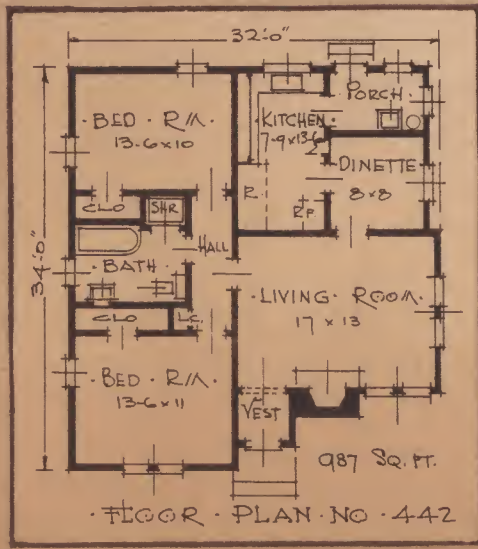




THE  
EL CENTRO  
"The El Centro"  
faces the world with  
a very charming ex-  
terior of which any  
home owner might  
well be proud. To-  
gether with an at-  
tractive interior,  
this home is a very  
good example of the  
Spanish.



THE STRAM  
"The Stram," offers an ex-  
terior of quaint charm and  
four inviting rooms with a  
dinette on the interior. The  
floor plan as arranged has  
the two bedrooms on one  
side, and the living room,  
kitchen and dinette on the  
other with cross ventilation  
for all rooms.





**De-fy-Ant**  
The Most Sanitary Cooler Made



## DE-FY-ANT—THE PERFECT ANT-PROOF COOLER

The DE-FY-ANT Sanitary Cooler is a modern convenience and necessity for the kitchen. It replaces the old style, unsanitary, board or chicken wire shelving that has forever been a rendezvous for ants and other crawling insects attracted to food. The revolving shelves make it possible to reach articles at the back without the danger of spilling dishes. A single touch revolves every shelf.

Perhaps the most outstanding feature of the DE-FY-ANT is the sanitary protection for food. The cooler is mounted top and bottom in Ant-Proof Bowls which are filled with a non-poisonous, tasteless, colorless and odorless, non-corroding oil that will not evaporate. A pint, enough for the first filling, is furnished with each appliance.

Indestructible steel is the material used in manufacture. There are no parts to wear out. The paint finish is a heavy covering of immaculate white enamel.

Three standard sizes are manufactured: 18-inch, 16-inch, and 14-inch Five-Shelf DE-FY-ANT.

Large stocks of DE-FY-ANT Coolers are maintained by dealers, and orders can be filled in short notice time.

Have a DE-FY-ANT Sanitary Cooler in your new home!

**Southern California Distributor**  
**BUILDERS PRODUCTS CO.**

E. Clem Wilson Building  
Wilshire at La Brea Ave.  
Los Angeles, Calif.

**Northern California**  
**Distributor**

**R. H. DAMPIER & COMPANY**  
Manufacturer  
San Jose, California

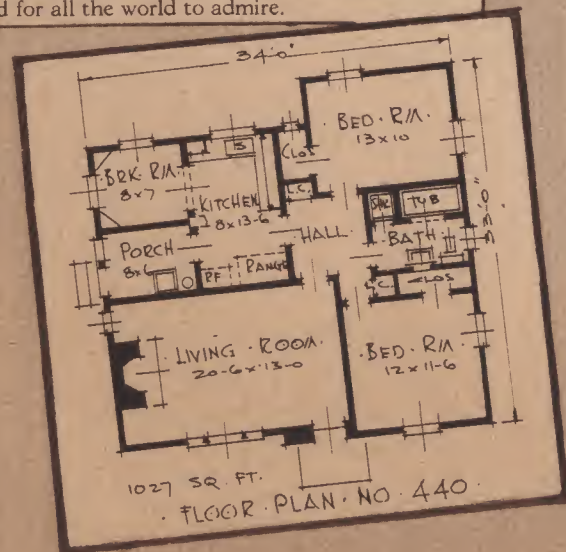




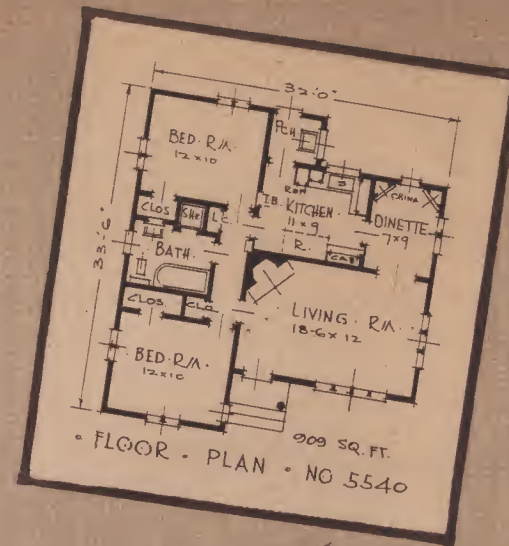


THE NEVILLE

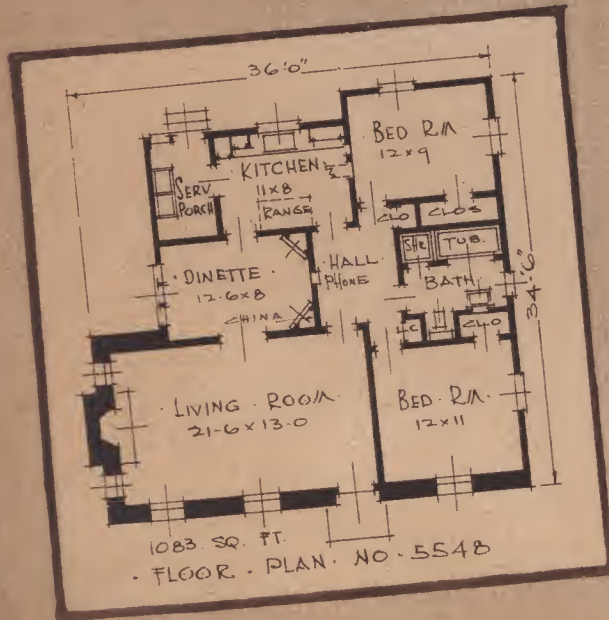
This modified English cottage, with its windows thrown open to the cool breezes, should be built by the side of a winding road for all the world to admire.







**THE TYLER**  
 Charm, dignity and restraint are exhibited in this cottage home of five rooms. While its walls are sober its roof is of colored patent shingles. Cedar shingles may be substituted for these.



**THE RESEDA**  
 In the corner of the lawn the owner of this purely Spanish type home has given space to a rock garden. The shrubs form a colorful bit of foreground.







### THE ANAHEIM

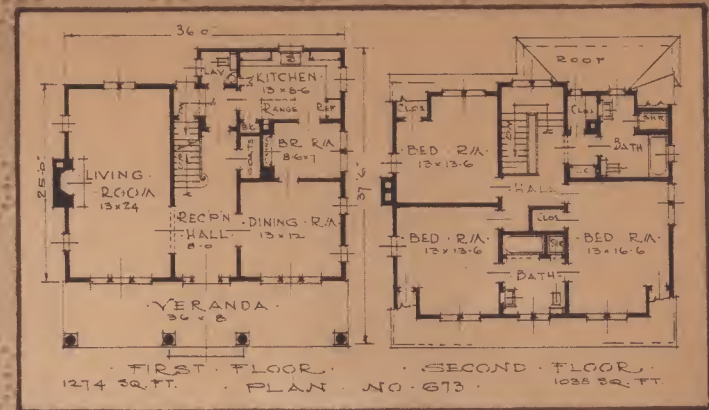
Two floor plans of interest are offered with this unusually charming home of stucco and tile. No. 5578 offers five rooms with the living room and the dining room practically one. No. 678 adds an extra bedroom and bath.



FLOOR PLAN - NO. 5578



FLOOR PLAN - NO. 678



FIRST FLOOR SECOND FLOOR  
1274 SQ. FT. PLAN NO. 673 1028 SQ. FT.

### THE BYERS

This lovely home offers a two-story plan that should please the most exacting searcher for a Colonial design. To many people the deep veranda, extending the width of the house in front, will carry a great appeal, and the rooms inside are noticeable for their spaciousness.







**Common Brick for the Home**

A building material produced in every part of the country, adaptable to home building and producing attractive, permanent homes at low cost.

Common brick is a term applied to building brick, having a natural surface. Made primarily for structural uses, but developing in the burning process a widely varied and rich coloring which gives most pleasing effects in the wall.

No longer is the brick house more expensive. It is, in fact, the most economical type to live in. The painting and other upkeep charges are reduced to the minimum. It is safe against fire and depreciation.

The brick home reflects character and stability.

Engineering service and complete information at our branch offices in all important cities.

**The Common Brick Manufacturers' Association of America**  
2121 Guarantee Title Bldg.  
Cleveland, Ohio

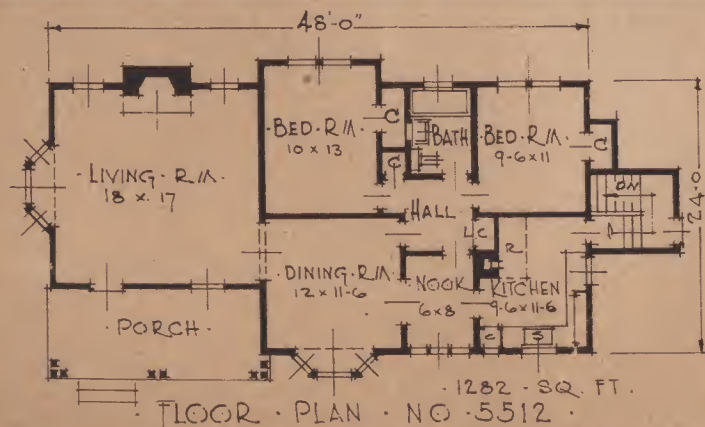






### THE JUDD

A plan of five rooms, suitable for a corner or narrow inside lot. An unusual floor plan.



### LIVING ROOMS

An inviting atmosphere to the guest and a homey one for the owner is to be desired in living rooms.





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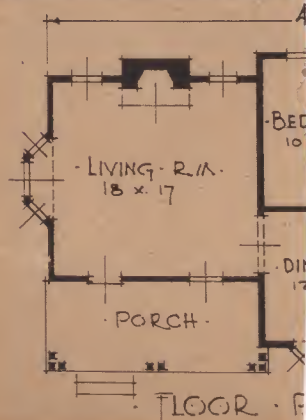
<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

Jim Draeger



A plan of five rooms  
narrow inside lo



LIVING  
ROOMS

An inviting atmosphere to the guest and a homey one for the owner is to be desired in living rooms.

